

The **CHRISTIAN BROADCASTER**

VOL. VII, NO. 2

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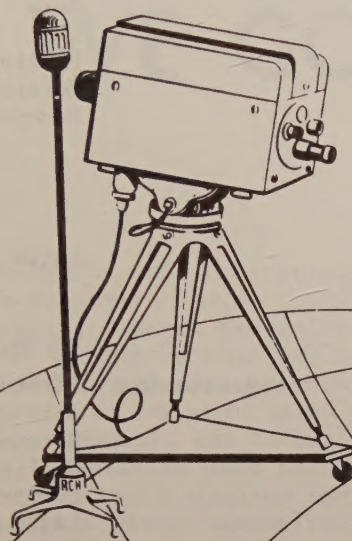
1959

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A QUARTERLY PUBLICATION

OF

THE WORLD COMMITTEE FOR
CHRISTIAN BROADCASTING



EDITED BY:

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P.S. —

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Welcomes contributed articles and news items pertinent to the field of religious broadcasting and telecasting but does not commit itself to their publication or to their return.

Places responsibility for the contents of signed papers and for the accuracy of news items and other factual information upon the authors and the contributors thereof. Editorial selection of material is strictly objective and implies no personal preference or evaluation.

Asks readers, when reprinting or referring to articles published in *The Christian Broadcaster*, to mention the origin of the article as well as the name of the author.

Yes, I am convinced

"WE GET WHAT WE GO AFTER"

John Groller

Many church councils and ministerial associations seem to be proud of their total weekly broadcast output -- which generally consists of the Sunday worship service plus a morning devotional service Monday through Friday. Such an approach to religious broadcasting is like using a freight car to haul a pound of butter -- especially when there are possibly two or three radio stations and a television outlet in a given community.

A church using just one radio station for an approximate two hours of local religious programs each week is using only 1.6 per cent of the, roughly, 120 hours that said station is on the air during said week. Estimate this further by adding the number of broadcasting hours of other radio and television stations serving the area and the percentage of time given to religious programming becomes close to "infinitesimal."

I do not believe that there is any virtue, per se, in having a high percentage of religious programs on any particular station. To the contrary, I firmly believe that too many religious programs may well be worse than not having enough. But -- block out on a chart the weekly schedule of a typical broadcasting station. List all the programs in 15-minute segments, from 6:00 A.M. to midnight daily (including Sunday), and you begin to get the picture of the vast desert of time devoted to secular programs -- with the cases of spiritual broadcasts appearing as tiny specks of occasional sand.

Nobody listens to radio but the people. Nobody watches television but the people. Yet, great stretches of time go by -- morning, afternoon, evening, late night -- Monday through Saturday -- with scarcely a religious note. Why?

Is not religion pertinent to the people -- twenty-four hours a day, with every breath that is taken? Do we not need to take pause every day (not just on Sundays) for prayer on arising, grace before meals, morning meditation, devotions at noon, scripture reading, Bible stories for the children, vespers -- discussions on the relevance of religion to sports, politics, world and community problems, literature, everyday living? Should we not give a repeated personal witness to our faith and to the concerns and responsibilities of the world Christian family?

And yet, the average radio or television station barely reflects these important areas of our dedication and our needs. Instead, "religion on the air" is all too frequently shunted onto a convenient Sunday morning side-track or a grudgingly given week-day spot (*Morning Devotions!*) at a time when it is least likely to hurt station commercial sales or affect the size of the audience.

The Major Fault Is Ours

Having said this, I ask you not to get the idea that I am blaming the station for this unhappy turn of events. Actually, the major fault lies with us, the religious broadcasters. In the main, we get what we deserve. We get what we go after -- and it seems to me that we "haven't gone after very much."

Does not the Bible say, *Go ye into all the world and preach the Gospel to every creature?* Doesn't the Bible omit any qualification as to how this should be done? And therefore, could not we of today's world look upon this as meaning, *Go ye into all the air* -- go ye often, not just on Sunday mornings.

Why must there be "justification"? Are not radio and television God-given miracles -- two of the *greater works than these* about which Jesus spoke?

On land and sea religion has served both God and man for many centuries. In times of emergency it has even gone underground. At long last -- more than thirty-nine years after radio was first established as a tool of communication -- the great Protestant denominations are finally giving the broadcasting media serious, if not urgent, consideration (both in the United States and in many other countries).

We Have Not Pushed Ahead

The success of this American and world-wide radio and the phenomenal beginnings of television point out the glaring oversight of the clergy in their failure to capitalize on the opportunities presented by these modern media for reaching a potential audience undreamed of by St. Paul, unavailable to Martin Luther, ignored or misused by so many representatives of our Church today. Supplanting the circuit-rider-on-horseback of earlier days, has not broadcasting become the "electronic circuit rider" of today? And in the cities, with one radio or television appearance over a large station, a minister can reach more people than could gather in his average-size sanctuary if he had a different congregation attending each Sunday for a full forty years. And, I repeat: *Nobody listens to radio but the people. -- Nobody watches television but the people.*

A leading television executive recently commented on the audience estimated to have watched a famous drama presented over his network: "Years ago this theatre classic would have been seen by a probable few thousand persons. Our television audience, on the other hand, totaled upwards of forty million. For this number to see it live in a Broadway theatre, with a seating capacity of 1,000, it would take six performances a week for 256 years all told."

"Ownership" of the Air Waves

As a former commercial broadcaster I was for a time program director of a small chain of radio stations in the western part of the U.S. Reviewing our policy of eliminating the sale of time to the many religious sects cluttering the schedule with competitive Christian confusion, we notified a certain minister that his program would be taken off the air with the expiration of his existing contract. Storming into our office, he said with vehemence: "You can't do such a thing.

You don't own the air waves. The air waves belong to God."

Basically, the gentleman was right. And I have never forgotten his comments. Yet, as God's children, We-the-People *do* own the air waves. At least, that's the policy under which broadcasting is operated in the United States. General interpretation is: *The air belongs to the people.* Broadcasting stations borrow or lease temporarily a license (from the Federal Communications Commission) indicating specific air channels as a people's trust, with provision that they be run in the "public interest, convenience, necessity."

Now, isn't religion in the "public interest"? Isn't religion, as far as we are concerned, a necessity? If so, why aren't we doing better with our stewardship of the air waves?

Lest the impression be gained that I am critical of our American system of broadcasting, let me say hastily -- and earnestly -- that, in my opinion, it is superior. And if I seem to emphasize radio at the expense of television, I do so purposely. For one thing, there are in this country more than four thousand radio stations to only five hundred television stations. There is, therefore, greater opportunity for program placements on radio. Further, these programs are easier to produce on radio than on television. In my judgment, however, even more important is the fact that radio's audio imagery is far more effective for the basically intangible and symbolistic message of religion than is the television video addition.

Too Often We "Talk to Ourselves"

As I see it, broadcasting's future role when it comes to greater effectiveness for religion lies in the increased number and variety of our programs. While worship services and devotional programs should form the solid foundation of our religious broadcasting pyramid, we know that such presentations attract a minimum audience -- primarily, already dedicated Christians and church goers. This is fine -- if we like to talk mostly to ourselves. It is also like seminary professors writing books to each other!

But what about the larger (approximately two-thirds) share -- the luke-warm, on-the-fence Christians of the Christmas-Easter church attendance variety? And what about the final third, uncommitted to any religion, by whatever name?

The Broadcasting and Film Commission of the National Council of Churches in the

U.S.A. has adopted a policy of broadcasting whose first purpose is "to win listeners and viewers to the Christian faith" -- in other words, to *evangelize*. My own denomination maintains a similar stand. Evangelization is certainly the noblest of objectives. Religious broadcasters find little to disagree about on that point. Yet, our general approach to the problem shows a lack of insight -- in some cases, even an apparent unwillingness -- to make the target of our message any audience beyond that group which we address from our pulpits every week.

"The following is a religious broadcast ..." -- "I have chosen as my text for today ..." -- Let's admit it! With such introductions to a religious program the non-church-related audience tunes out in droves. That being true, how do we get about reaching them with any Christian message?

The over-all answer is relatively simple -- though, admittedly, the actual programming details require much thought. What is that answer? It is that we beam programs to non-church listeners *where they are*.

The People -- Where?

All right -- *where are they?* They are listening to the early morning TNT (time, news and temperature) programs -- the daytime programs for women and teen-agers -- sports events -- whatever is on the air when they are driving home from work in the late afternoon traffic jams -- drama, comedy and variety shows on evening schedules. *That's where they are!*

Here we come to another question: Will program managers allow us to air the traditional devotional programs during these important audience-reaching periods? The answer is: *Not unless they wish to lose their listeners*. Such a telescoped devotional program or a worship service at these hours is generally as out of place and off-key as is a baptism at a funeral.

In order to capitalize our opportunities, it seems to me imperative that we completely revise our thinking and the pattern of our programming. We must recognize the unique techniques of the media. We must also recognize that commercial broadcasters possess a professional "know-how" and experience when it comes to successful air communication. We must train our potentially talented religious broadcasters in these techniques. And these trained religious broadcasters must then be willing to concentrate a major portion of their time and efforts on broadcasting, rather than dividing their interests.

Through the years, the three most popular program formats have been -- and still are -- music, news and drama. Added to these is also the 10- to 60-second lowly spot announcement. Meanwhile, as religious broadcasters we have persistently countered by offering only (or, at least, *mainly*) the conventional worship and devotional programs.

Originality Is Essential

After more than seven years as a staff member of scattered radio and television workshops sponsored by our National Council of Churches, and in experimentation with sundry broadcasters in the National Missions work of my own denomination, I have seen the development of many new and different program ideas. About fifteen of these have been produced on two half-hour demonstration tapes (Title: *Variety in Religious Programming*). The illustrated formats are five minutes in length -- or less. Station managers and program directors who have heard these "samples of what can be done" invariably say, "When you fellows give us programs like that, we'll give you all the time on the air that you ask us for."

And there is the point! Time *would* be made available -- but we're simply not ready to buckle down to this sort of programming. As yet, we haven't exerted sufficient effort toward discovering the talent to develop it. And to such talent as we have, we have not given sufficient rein and encouragement in order that they may concentrate on the writing and the airing of such unique programs.

"Devotionals" CAN Be Different

Recently, in South Dakota, a radio workshop group of which I was the instructor produced seventeen 5-minute programs in three days. Naturally, not every program was a 5-star feature. But, in all, there was a satisfying scope and variety of approach. Yes, there were devotional programs, yet they avoided the sameness and the monotony of most of our devotionals aired in the past. They indicated what *could* be done.

I believe that the key to more and better religious programming is: *greater variety and brevity*. By "brevity" I mean that we should cut down most of our new programs to the 5-minute length -- or to the still more brief spot announcements. And, as far as over-all approach and formats are concerned, we should *diversify*.

Here let me pause for a little aside to readers who may be hesitating to venture into newer program forms -- for fear of criticism.

Criticism there will be, I admit. And criticism there *should* be. Unless there is, the program probably isn't worth very much. Indeed, that's the trouble with most of our programming -- everybody "plays it so perfectly safe" that any possible impact is woefully diluted. At the same time, we criticize the commercial sponsor for not wishing to offend or to bring criticism.

Understandably enough, everybody -- including ministers -- wants to be *liked*, to be *popular*. As a result, the religion presented on the air often bears little relationship to the needs of the public. We sense too little relevance where the problems of today's world are concerned, too much shying away from the real heart of the Christian Gospel.

The Perfect Format? Non-Existent!

Again, there are religious broadcasters who have been timid about "venturing" because they feel they are not "good enough," they feel that they must have "perfection." Too often I have seen ministers and potentially effective church groups hold off -- do *exactly nothing* -- because they think they haven't found the *perfect* format or method of presentation. *They will never find it.*

The wiser approach is: Do the best that can be done under existing circumstances and with such talent as may be available -- even though it be done, at first, ineptly. And forget about criticism! Strange as it may seem, I mean just what I have said. Do the best you know how to do, even though you know that there are persons who can do it better. Keep in mind that persons are *not* doing it. They are too indifferent -- or too busy -- or too fearful of making themselves vulnerable to accusations of failure.

We Need to Experiment

I frequently feel that so much of our time is taken up with discussion of the *perfect* program that we come close to having no programs at all. We are afraid to attempt anything new. Yet we criticize our religious broadcasting competitors who do the best they can, even though that "best" is sometimes sadly inadequate. One such critic was deflated with, "I like what *they* are doing better than *what you are not doing.*"

I do not consider this attitude a contradiction of my earlier expression of belief that we should train our potentially talented religious broadcasters in the techniques of the broadcasting media. Such training is urgent. Meantime, we need many, many more experiments in various programming types by persons who are not ashamed to "fall short of the mark" during the process of experimentation with said types. Only then will the refining process, which will result in better programs, take place.

Let us remember that the great radio and television stars of today didn't spring onto the scene full-blown and successful. Rather, they "apprenticed" their way through many a program fiasco before attaining their present stature. Too many ministers, on the other hand, seem to feel that because they have been on the air once they are *professionals*.

I recall one minister who had just completed some one hundred 5-minute programs. He became sensitive to my constant production comments about his efforts. You see, he was certain that he had "arrived." Then I came along and insisted that he had only "begun"; that what he needed was to do seven or eight other and varied series (of one hundred more programs each) before he could really be sure of his forte and evaluate his effectiveness.

It Takes a Long Time!

That's the way our present star personalities came to be what they are. They began as staff announcers, perhaps -- assigned to every conceivable type of program. Eventually, through experience, inherent talent began to show; abilities were refined to a point where they began to "pay off."

Just because a minister is a trained reader, an accomplished orator -- or even a proficient ad-libber -- it does not automatically follow that he will be an effective religious broadcaster. Radio and television communication demands more, much more!

ED. NOTE: In the July-September issue Mr. Groller will share with us specific suggestions for acquiring variety in religious programming. Meantime, for information on his many interests and activities turn to page 35 of this current issue.

"Brevity is not only the soul of wit; it is also the essence of good communication. . . . The amateur worries about what he is going to put in his speech or article. The expert worries about what he should take out." EDGAR DALE

We must combine the best of religion with the best of the professional on-the-air techniques. . . . And the Industry WILL give us full consideration.

JOHN CHARLES DALY, Vice-President in charge of News and Public Affairs of the American Broadcasting Company, writes to the Broadcasting and Film Commission (NCCUSA) concerning its weekly radio series *Pilgrimage* -- in which Quincy Howe, ABC commentator, talks with leading clerical and lay leaders on subjects of Christian concern:

"...We have, I believe, made use of the best elements of our two areas -- the experienced broadcaster and the specialized religious leader.

"The series, we feel, has made impressive strides toward a realization of our concept of the purpose of religious broadcasts: *to demonstrate the integral place of religion in every facet of our daily life...*"

WE MUST NOT FORGET OUR LAYMEN

The potential represented by laymen is not being realized, according to William J. Millard, Jr., chairman of research of the Department of Radio and Television of the United Presbyterian Church in the United States of America. Mr. Millard spoke when the report of the Department was presented to the General Assembly of the denomination this past May, in Indianapolis (Indiana).

"There are instances in which it is apparent that Christian laymen in the broadcasting industry are doing an excellent job. They are not just *trying hard* but are actually coming up with some results in program fare which supports Christian values," Mr. Millard stated...

"Take Robert Young's program, *Father Knows Best*," Mr. Millard advised. "It competes on the air with one of the more popular Westerns, and it comes out even in terms of audience size. Or take Pat Boone, who turned down a cigarette company as a sponsor for his program because he did not think that as a Christian he should ask a teen-age audience to smoke."



EDWARD STANLEY



SIG MICHELSON

ED. NOTE: Both Mr. Stanley, Manager of Public Service Programs of the National Broadcasting Company, and Mr. Michelson, Vice-President and General Manager of News for the Columbia Broadcasting System, attended the Frankfurt (Germany) Conference of the World Committee for Christian Broadcasting. They shared with other conference representatives their clear and comprehensive thinking on the approach that should be taken by religious broadcasters in their relationships with local and network professionals.

Mr. Millard continued, "The success of our Church strategy with respect to the radio and television industry depends on the ability of the Church to convey to its laymen a sufficiently vivid contact with God to transform them inwardly and give them a deep Christian religious experience. It depends on the realization by these laymen that they must witness of their experience to others.

"What should be the relationship between the Church and the institutions which control American broadcasting?" Mr. Millard queried.

"As a Church we do not intend to destroy them nor to own them," he said. "How, then, can the influence they exert upon the values of the American people through their programming and their advertising be brought into conformity with the values of the Church?"

"If we follow in this specific area the general strategy followed with respect to other secular institutions, it means that we must rely upon laymen in the broadcasting industry who are Christian to do the job," Mr. Millard concluded.

Assembly Daily News

And as Bill Millard Said (see page 7):

Take "Father Knows Best". . . .

ALL RIGHT — LET'S!

ED. NOTE: *Father Knows Best* -- We choose it as proof that there are commercial programs which, in every sense, are family programs; which can be fun and, at the same time, give us "something to think about." Were there space, we should like to refer to the many others of equal merit that are available to the American "family audience."

We are sure that there is not a one of our American readers who is unaware of *Father Knows Best* -- and that statement goes for many of our overseas readers, too. Perhaps not so many are aware of the origin of the series and of the facts about "Father" himself which we quote in the two releases that follow. The first is a reprint, with permission from *The New York Times*. It was written by J. P. SHANLEY after an interview with Mr. Young. The second is a *Screen Gems* release. We hope that these releases will serve as an informal introduction to *FATHER HIMSELF* -- for our many readers, of all ages, who enjoy "Father" and his delightfully unpredictable "Family."

"Father's" Start

When Robert Young announced some years ago that he was going to star in a new family situation comedy on radio called *Father Knows Best*, the reactions were not enthusiastic.

Some friends told him he was out of his mind. Others, reminding him that there already were too many family-type shows on the air -- there were about twenty of them on network radio then -- urged him to reconsider. A few thought he should stick to films, in which he had become a star.

During a visit to New York from the West Coast, Mr. Young talked about his decision to ignore their advice. It was, as events have shown, a most practical step. For, after having succeeded on radio, *Father Knows Best* became a television program.

Necessary Preliminary Decisions

"When my partner Eugene Rodney and I started to think about a format for the program, we knew that a show would have to be designed into which I would fit in view of my limitations," Mr. Young said.

"I had appeared in many movies," he continued, "but I don't sing and I'm not a joke teller. We decided that the family situation would be best, but that it would have to be approached intelligently. There would have to be a certain air of credibility about it. It was decided that we would try to convey one side of life -- the pleasure of the family unit -- without being preachy, but occasionally pointing to a moral."

Mr. Young, Mr. Rodney and the program's writers ultimately decided on a family of five, including two girls (18 and 8 years old) and a boy (15). Referring to this decision, Mr. Young, who in private life is the father of four daughters, remarked: "The only way I could get a son was to have one written into the script."

"We felt that we could get a variety of material from the problems that exist in the age brackets that we selected," he said. "With the teen-age daughter, there were boy

friends and love. With the boy there was the awkward age and insecurity, shyness around girls and oddball tactics. He might appear with his hair slicked down or with a frog in his pocket. The young girl is living only half the time in a world of reality. We thought she would provide wonderful opportunities for imaginative situations."

Since the show began, an effort has been made to avoid slapstick situations. The producers were aware, Mr. Young said, that, according to an old theatre formula, "Pop was always a kind of Katzenjammer character." In *Father Knows Best* the idea has been to make the head of the family seem human and not ridiculous.

"If the show is all humor it becomes baggy-pants-and-red-nose after a while," Mr. Young said. "It can easily go beyond the edge of credulity and look silly."

An Established Star -

Robert Young, starring with Jane Wyatt in Screen Gems' *Father Knows Best* family comedy series (NBC-TV, Mondays, 8:30 P.M.) was born on Washington's Birthday, 1907, in Chicago (Illinois) -- one of five children. Both parents of his mother (also born in Chicago) had come to the U.S. from Scotland. Shortly after Bob's birth the family moved to a new home in Seattle (Washington). A few years later they settled in Los Angeles (California).

For more than twenty years an established star of stage, screen and radio, Bob made his television debut -- October, 1954 -- in *Father Knows Best*, which had originated and been presented on radio during the four preceding years.

After only eight weeks on television, *Father Knows Best* won the Sylvania Television Award. In succeeding months he was granted the 1955 National Association for the Betterment of Radio and Television Award, the Christopher Award and the 1955 Family Service Television Award. Other awards made to the NBC-TV series include: the Chicago Press Club Presidential Award, the Annual Television Award of the American Mothers Committee, the National Father's Day Committee Annual Award. Also there was the 1956 George Washington Medal of the National Father's Day Committee. This named Bob Young as the "TV Father of the Year."

Father Knows Best, which is filmed in Hollywood by the Young and Rodney firm called *Cavalier Productions*, is distributed by *Screen Gems*.

One of the problems already considered on the program is the growth of the players who portray the children. This is true particularly in the cases of Billy Gray, who plays the 15-year-old boy, and Lauren Chapin, who appears as the 8-year-old daughter. Both have been with the program since it began on television. The remaining principals in the cast are Jane Wyatt, as the mother, and Eleanor Donahue, as the older daughter.

Mr. Young doesn't anticipate any replacements. "I think we'll just let the family grow up," he said. "In that way we'll have opportunities for the slightly different problems that they meet as they become older." *The New York Times*

Bob is the first in his family to enter the entertainment field. But he held many jobs before making his show business bow. At eight, Bob was helping the family budget by working as a helper on a grocery delivery truck. Throughout most of grade school and Lincoln High School in Los Angeles, from which he was graduated, he held a number of jobs including newspaper boy, soda jerk, general errand boy in the pressroom of the *Los Angeles Times*, gas station "grease monkey" and truck driver.

Eventually -- Comes "Show Business"

Upon his graduation, Bob went to work as a collector for a building and loan company, labored in a Lake Tahoe bowling alley and was toiling in a Los Angeles brokerage office when the stock market crashed in 1929.

He next landed with the Farmers and Merchants Bank. Then, one day, his old high school dramatics teacher happened to call at his window. Bob, who had been as active in high school dramatics as was possible for a youngster holding a succession of jobs, had never considered a dramatic career. The dramatics teacher, perhaps with more enthusiasm than forethought, gave Bob a letter of introduction to the *Pasadena Community Playhouse*. Her enthusiasm couldn't have been better directed. During the next four years Bob appeared in 45 productions at the *Playhouse*,

and then won the lead in the touring production of "The Ship." Busy as he was, Bob found time to marry Betty Henderson, a girl he'd first met during one of the dramatic productions at Lincoln High School.

From this point on it was a steady show business climb for Bob. He signed a movie contract and has since appeared in some one hundred films and on radio opposite Hollywood's most glamorous stars. As emcee of the National Broadcasting Company's *Good News of 1938* Bob began a radio career that has kept him active on the air waves ever since...

"A Lone Male"

Bob and Betty are now the happy parents of four daughters....Bob, who has three nephews and no nieces, smiles and says, "The male progeny seems to have run consistently throughout other parts of my family but somehow escaped me."

Bob, who accepts his lack of a son philosophically, says, "We have always been a very close family, sharing together in each other's problems and joys. However, I occasionally cannot escape the feeling of being somewhat of an outsider. In a house full of women, it's easy to imagine the feelings of a lone male. Not only am I outnumbered but, I'm afraid, also very often outfought and outmaneuvered. In all fairness to the girls, however, I must admit that they do make me feel necessary, welcome, very much loved..."

Young is often asked if the story lines on *Father Knows Best* are based upon actual experience in his own family. He insists that they are not, although a TV situation might often follow pretty closely or be similar to something that has happened in his own family before. The reason, says Bob, is that in their show they try to keep as close to reality as possible even though the emphasis

is on warm comedy. Continuing, he explains that where situations might be close to what has happened to his family, they are also close to what has happened in millions of other families.

As one of Hollywood's leading family men, Bob is a natural for *Father Knows Best*. So, for that matter, is his partner, Gene Rodney, who is the father of a boy and a girl. Long-time friends, the two of them had been comparing stories on their children for many years when they decided that a radio show along these lines would be right up their alley.

This was in 1950 and both were warned that radio was already over-saturated with family-type shows. They went ahead, however, feeling that rather than strive for an entirely new kind of show they would improve upon the type already popular. Bob felt at the time that, "we could bring to this type of show a kind of credulity that would make it enjoyable to the whole family without injuring the feelings of any particular member or holding any one part of the family up to ridicule." It is this same feeling that Young and Rodney have carried over to their video version of *Father Knows Best*.

What little spare time Bob has is spent on the golf course or in the air. Bob got his private license in 1947 and just recently logged his 1000th hour as a pilot in the *Beachcraft Bonanza* which he bought in 1951. As far as golf is concerned, Bob finds that wife Betty is improving steadily while he seems to be standing still. "It is simply a matter of time," laughs Bob, "before she will be beating me without any handicap -- in which case I will be faced with the decision of either throwing away my clubs or cutting my throat."

Screen Gems



The Rev. Dr. Charles Brackbill directing religious Radio and Television in New Jersey, produces a program in the studios of Princeton Seminary. For comments on current religious broadcasting trends, see Rev. Brackbill's article on Page 14.

The Right Reverend JAMES A. PIKE, Bishop of the Episcopal Diocese of California, Pinch-hits for the Vacationing Columnist JOHN CROSBY — with Some Suggestions about:



A Formula for Better Television

The public can have better television if it wants -- and without pay TV.

But first we have to understand the nature of the problem. We have a good many fine presentations now: programs of real educational and cultural merit and entertainment of a high order. In other words, the network (and local stations, too) have shown that they can do it. But too much of the day and evening is taken up with the trivial, superficial and inane -- material that is a waste of time for ourselves and for our children.

Why? Poor taste on the part of TV executives and staffs? I know too many of them to believe that this is the case. It is because too many of those buying time and/or their advertising agencies think this is what the public wants. In part they are right. But I believe that a larger proportion than they suspect want something better. How can that fact be made evident? This is up to the public. A sheaf of letters as to what young people want for themselves and for their children will have a real bearing on program planning.

There Are Other Solutions

There is a second solution. The regulations of the Federal Communications Commission require that a certain proportion of network time and local station time be allocated to noncommercially sponsored public affairs programs. The networks have already demonstrated their desire to use this time for what are, by and large, offerings of a high caliber. Why shouldn't the public ask the FCC to increase the amount of public affairs time required? This they can do under their commission to be concerned for the "public interest."

The networks and stations would lose the revenue from this time; but they could jack up the charges for the remainder of the time. This would not present as grave a problem as would first appear. There would actually be a loss of revenue only where all the saleable time is now sold -- in which case the network or station is in a "seller's market." While the FCC is at it, it should require that non-sponsored programs have their share of the more favorable viewing hours. Now it is possible for a station to "get credit" for public affairs telecasts at 12:30 A.M.

But a third way to better television is right in your own home -- and here I have special reference to the TV diet of children. Just as the

local stations can in a measure select from among the network offerings, you can do the same. Your own set is like a local station for your family.

There is more really good TV available in a week than your children's TV "allowance" should contain. Careful thought and advance analysis (with your children) of the week's program offerings should result in a wholesome, inspiring and intellectually nourishing -- as well as entertaining -- experience for your children.

It's a Matter of Balance

Interfering with their freedom? No more than a required school curriculum. No more than most meals at home (not every home runs a cafeteria). They can be given some choice, of course. And still a balanced diet can be preserved. It is not that much on TV is actually evil or harmful; it is a question of a balanced purposive diet. Potatoes are not poison, but a week of meals consisting only of potatoes is poor nutrition. And so of Westerns or crime stories. It's a matter of proportion. Further, with all that's good on TV we should think positively, not merely negatively, of our children's programming. It is not just a case of keeping them from something -- or from too much of something.

In these days, with the high competition for entrance into good colleges and general raising of standards in our schools, it is important that the child or you "take in" as much as possible via TV. And here I mean not only information but stimulus of thought and interest in the various phases of life. This, along with frequent discussion at the dinner table about serious things can aid and abet the work of the school immeasurably. And in none of these processes need entertainment be lost. That's part of life, too.

In these three ways you can have better television in your home if you want it.

*The New York Herald Tribune
TV and Radio Magazine*

IMPORTANT MEMO!

Send in your subscription to
THE CHRISTIAN BROADCASTER

And when he fell in whirlwind,
 he went down
 As when a lordly cedar, green
 with boughs,
 Goes down with a great shout
 upon the hills —
 And leaves a lonsome place
 against the sky.
 (Edwin Markham)



Words of Faith and Memory

ALBERT CREWS: January 15, 1908-May 10, 1959

Our natural mood on such an occasion as this is one of sadness. We cannot help feeling a deep heaviness of heart when a friend of such gifts and graces as had Albert Crews is taken from us, at the very peak of his powers. But there is another mood in which we who have known him best come together tonight -- a mood of thanksgiving:

*Thanksgiving to God for having given
 so choice a spirit to us, thanks-
 giving for what he has achieved of
 enduring worth, thanksgiving for a
 faith that prompts us to believe
 that his life and service still go
 on as a part of God's eternal plan.*

When Robert Browning was buried in Westminster Abbey, an old friend who was there, Sir Edward Burne-Jones, did not like what he heard. It was all too sombre and sorrowful, too bereft of any note of rejoicing for the great soul he had known, too lacking in any overtone of triumph. "I would have given something," Sir Edward wrote after the funeral, "for a banner or two to wave, and much more I would have given if a chorister had come out of the triforium and rent the air with a trumpet." Let that be our dominant mood tonight. The triumphant note which banners and trumpets suggest is fitting as we think of Albert Crews.

When I first came to know him, ten years ago, it meant more to me than another cherished friend-

ship. It meant something which I may describe as a spiritual lift. Here was a young man, just turned forty, who had already achieved a large measure of success in a highly competitive field. He had ample evidence of an assured future in his profession. Yet he was willing to turn all his experience and skill into the direct service of the Christian cause. Why? It obviously could not be professional ambition that led him to the decision, nor could it be the prospect of financial advantage. No one with whom these considerations weighed heaviest would ever have joined the staff of a struggling and ill-supported Protestant Radio Commission!

This man who was ready to serve the Church through his knowledge of mass communication was no tyro looking for a place where he could get a start. He was already well established in his profession. While still in his twenties he had become chairman of the new radio department in Northwestern University. A little later he had become co-director of the radio training institutes sponsored jointly by the University and the National Broadcasting Company. He had been the author of two books which were standard texts in writing and producing for radio. He had been director of dramatic productions for NBC in Chicago. He had inaugurated the department of radio in the university which the U.S. Army had set up in France for Americans in the armed forces. He had had the full responsibility of supervising the re-

habilitation of the Broadcasting Corporation of Japan as a member of General MacArthur's headquarters staff in Tokyo. All this professional experience and "know-how" he was ready to put at the disposal of the Church.

I believe that Albert Crews made this decision out of a real sense of Christian vocation. Speaking in Biblical terms, we might say that he felt that God was calling him to His service. Doubtless he would not himself have described what happened in any such way. He was not given to pious and sentimental language, or to pretentious talk. He would have said that he was only doing what he thought would give him the most satisfaction. But it is clear to me that his was the kind of inner experience which Christian ministers and missionaries have had when they have spoken of being "called of God."

Of Albert's work with the Broadcasting and Film Commission of the National Council of Churches it would be superfluous for me to speak. It is known to all of you. Suffice it to say that such pioneering programs in television as *Frontiers of Faith* and *Look Up and Live* are a great memorial to him. His name is written indelibly in that chapter of the annals of the Kingdom which has to do with the interpretation of the Christian Message to hosts of people untouched by the more conventional forms of ministry in the Church.

There were three characteristics in Al Crews' personality which especially stand out in my memory as I think of my association with him. One is described by the old-fashioned word *integrity*. There was no pretense about him, nothing of the poseur, no striving to be impressive. Nor did he have any private axes to grind which he kept hidden from view. He liked honest, straightforward performance, and it was this kind of performance that he himself gave. The resolution which Thomas H. Huxley once wrote in his diary expressed the spirit of Al Crews also:

*"To smite all humbugs, however big;
to give a nobler tone to science;
to set an example of abstinence
from petty personal controversies
and of toleration for everything
but lying; to be indifferent as to
whether the work is recognized as
mine or not, so long as it is
done."*

Another thing which I admired in Al was that he cared for *quality*. He was not one who could be content with the mediocre. In the field of communications he was unhappy over any tendency to project everything on the middling level of an appeal to the largest possible following. He wanted radio and television to be significant educationally and culturally. The hope that they might help to

set higher moral and spiritual standards was, I think, a guiding star during the last ten years of his life.

With his integrity and his concern for quality went a *forward-looking spirit*. He was always interested in pushing out into unoccupied fields. It is remarkable to find how many of his professional projects were breaking new ground. It was so in the establishment of the radio department at Northwestern. It was so in his initiation of the summer radio training institutes, and again in his setting up of courses in radio in the Army university. It was so in his reorganization of broadcasting in Japan. It was so in the development of a united operation in television for the Churches. Even when beset with all the difficulties that untried ventures have to meet, he thought of the past as prologue to what lay ahead. We may apply to him Robert Browning's description of himself:

*One who never turned his back, but
marched breast forward,
Never doubted clouds would break,
Never dreamed, though right were
worsted, wrong would triumph,
Held -- we fail to rise, are
baffled to fight better,
Sleep to wake.*

And we may go on also to apply Browning's further word to our friend who has gone from our sight to the other world:

*At noonday, in the bustle of man's
work-time,
Greet the unseen with a cheer;
Bid him forward, breast and back as
either should be;
'Strive and thrive.' Cry, 'Speed --
Fight on -- Fare ever
There as here.'*

* * * *

ED. NOTE: Expressed by DR. SAMUEL M. CAVERT at a Memorial Service for Mr. Crews -- Monday, May 18, in the Congregational Church of Manhasset, New York -- "Words of Faith and Memory" is a testimony that we feel should be shared with the multitude of friends of Mr. Crews, both in the United States and in far countries to which his travels often took him. Participating in the service with Dr. Cavert, a former president of the National Council of Churches in the U.S.A. and a long-time colleague of Mr. Crews, were: Dr. GEORGE G. PARKER, pastor of the Manhasset Congregational Church; Mr. EDWARD STANLEY, director of Public Affairs of the National Broadcasting Company; Mr. WILLIAM H. CANFIELD, a former student of Mr. Crews -- now an assistant professor at Columbia University; the Rev. ALEXANDER FERGUSON, a colleague from the Broadcasting and Film Commission of the NCCUSA.

*Let not your heart be troubled; ye believe in God,
believe also in me. In my Father's house are many
mansions; if it were not so, I would have told you.*

FEEDBACK . . . ! ? * * !

There is a little New Jersey town with 15 churches. The town and its surrounding area have about 40,000 people. Only 4,000 of these are members of these 15 churches. It is estimated that approximately 40 per cent of the total population is composed of Roman Catholics and Jews. So when you take off the 16,000 presumed to be Catholics or Jews and take off the 4,000 church members, you have 20,000 souls left. They are a good target for radio evangelism. Yet the ministers of these churches are contemplating a daily devotional series on a new radio station in town! They have the opportunity to witness to an estimated 20,000 non-Christians -- people who never darken the doors of those 15 churches or any religious organization -- but they chose to speak to the much smaller number, the 4,000 already committed.

● This is a concrete example of what is happening over the United States. Some ninety per cent of locally originated religious programming in New Jersey is "devotional." The churches are using radio, and to some extent television, for their own selfish ends. We ought to be further enlightening and challenging the faithful in church and through a usual or unusual extension ministry -- but not by radio and television. Not yet, anyway! The radio goes into the homes of those 20,000 who won't come into the church. It really goes in. What we do most of the time doesn't go in.

A few faithful may be a little more comforted, those who bother to listen and who can stand it. The unfaithful and the lost are seeking the happy-type entertainment and background to their lives that they heard before 9:00 A.M., before "morning devotions" came on, and what they might hear after 9:15. Trouble is, they won't endure the 15 minutes -- so they switch. Consequently, the only thing we have done -- aside from comforting ourselves -- is to close down the local station for a while. Is it any wonder that local management wants to put us at a time when we can do him the least amount of damage -- or get rid of religious broadcasting altogether?

● Let's face it -- the only thing most ministers know how to do on the air is sermonize about things in ways most non-Christians just aren't interested in. Isn't it high time that we consider seriously the nature of our problem here? Every local council of churches and ministers association should wake up to the opportunity radio and television offer us -- in a personal and intimate way to speak to a great many people who have not yet responded to the traditional ways by which we try to reach them. One way is to begin now to build every program to attract the outsider with his kind of music, his kind of ideas and concepts, his kind of talk. You can say something significant this way.

-- CHARLES BRACKBILL, JR.
President, CBF
The Council Broadcaster

IN WASHINGTON, D.C. -

During the past year the Council of Churches of the National Capital Area has served 32 local churches and related organizations by sending out 81 spot announcements to the 19 radio and four TV stations in the Greater Washington Area. The Council has become known for this service, and the requests for its use are constantly mounting. The above organizations often want their activities publicized on the air waves but haven't the facilities, contacts or budget to do it themselves. We can offer this service to them at a rate which they can afford.

● Here's how it works. The Methodist Church, for example, was sponsoring a city-wide *Child Care* benefit concert involving prominent personalities. They wanted to sell a large number of tickets to the general public. The church publicity committee approached us with the data as to time, place and programming, asking us to prepare spot announcements with slides and place their guests on our programs and local community service programs. Our Radio and Television Department went over the data and composed one 10-second and two 20-second spot announcements, mimeographed them and distributed them to the program directors and "personalities" of all the radio and television stations.

In the meantime, we also contacted our artist, gave her the wording for the slide. She, after completing the art work, sent the material directly to the slide processing laboratory. This laboratory then distributed the slides to the TV stations and billed us. We notified the stations that the slides were being sent under separate cover. Since we always try to send the material ten days in advance of its being used on the air, all the spots and slides are well in order before actual broadcasting....

● Since more radio than TV time is available, more radio spots are actually used. We offer two types of packages -- one with and one without slides, but encourage people to use slides since TV stations are more likely to use this type of spot.

Included as part of this package is a current list of community programs which is sent to the publicity director. This list describes the format of the program and the type of audience. It also gives the name and phone number of the contact person for each show. In the interests of time, we suggest that the publicity director contact the community program personnel directly, using the Council's name, and set up a convenient time for guest appearances. As a result, our Council has had more guest appearances on community programs than any other public service organization in this city.

-- ELLA F. HARLLEE
Washington, D.C.
The Council Broadcaster

The Christian Broadcaster

FROM CEYLON

Illustrative Script

"Lord, Thy Word Abideth"

"Lord, Thy Word Abideth" is one of a Bible Study series -- *The Christian Half Hour* -- aired over *Radio Ceylon* under the sponsorship of the National Christian Council. The Pastor of the program is the Rev. G. Basil Jackson.

PASTOR: Good evening! Tonight we are going to spend a few minutes with our Bible Study Group -- you've met them before. But first, they are going to sing for us:

*Lord, Thy Word abideth
And our footsteps guideth;
Who its word believeth
Light and joy receiveth.*

CHOIR: VERSES 1, 3, 5 and 6

PASTOR: I'm sure you remember meeting with our Bible Study group -- we call it a *Bible Study group*, but there really is not any limit to what the members talk about. I'm afraid some of them like *talking* about the Bible more than they do *studying* it! At any rate, that is true about Soma, the young man in the government clerical service -- and also Chandra, who's a school teacher. Charles is different. He's a lawyer, and has been a deacon in his church for years. He takes his job very seriously. Mrs. Thompson, the fourth member of our little group, probably reads her Bible more regularly than any of them.

The other night we were talking about Bible Study -- it was Soma who started it. Soma starts a good many of our discussions with one of his forthright statements which, I suspect, he hopes will shock Mrs. Thompson.

SOMA: Look here, Sir, I want to ask a question.

PASTOR: Go ahead.

SOMA: It may shock you.

PASTOR: I'm pretty shock-proof by now, Soma. And anyway, a question won't do any harm -- if it's an honest question.

SOMA: Oh, it's honest all right. A pal in the office asked me to go to the pictures tonight, and I said I couldn't

because I was going to a Bible Study group. You should have seen the look on his face. He didn't believe me at first, but when he saw I wasn't kidding he thought I was due for Angoda.

CHARLES: Is he a Christian?

SOMA: Depends on what you mean by a Christian. He's been to Sunday School and all that. That is part of the trouble -- he knows his stuff about the Bible all right.

CHARLES: What do you mean? What sort of stuff does he know?

SOMA: Well, he knows that Genesis is a lot of myths, and that there are all sorts of contradictions, even in the New Testament.

PASTOR: Look, Soma -- I don't want to interrupt you, but I give you warning that I'm not going to let that one pass as a description of Genesis. Maybe we'll take it up again a little later... All right, go on! What did you say?

SOMA: Well, I found it difficult to say much, except that we didn't really study the Bible very much; we mostly discussed and that sort of thing.

MRS. T.: Really, I think...

PASTOR: Wait a minute, Mrs. Thompson. You mean, Soma, that in general you agree with your friend that there isn't much that modern man can get from studying the Bible?

SOMA: Well, I wouldn't put it just the way he put it.

PASTOR: How did he put it?... Said the Bible was a lot of out-of-date myths and legends that had nothing to do with our modern world of nuclear physics?

SOMA: Yes, more or less -- something like that.

PASTOR: And how would you put it?

SOMA: Well, I think there are lots of very beautiful sentiments in the Bible, and comforting ideas. Of course, the picture of Jesus is very beautiful. I can understand Mrs. Thompson here getting help by reading it every day -- but, well -- oh, I don't know.

PASTOR: Yes, you do -- but you're too shy to speak. You mean, you don't see how ideas that guided a shepherd boy in Palestine three thousand years ago can have much relevance for you and me and the atomic scientists here in Ceylon today.

SOMA: Yes, that's right. It isn't just that we live in a different world, but we're different people.

CHANDRA: I'm not so sure about that.

PASTOR: What aren't you sure about, Chandra?

CHANDRA: That we're very different people. I mean your atomic scientist may have a different idea about the origin of the universe, but it seems to me he's just as likely to run off with his colleague's wife -- just like David did with Bathsheba.

CHARLES: I think Chandra's got something there. We may *know* more than the people who wrote the Bible, but I don't know that we're any better at self-control.

SOMA: But doesn't the fact that we know more make all the difference? I mean, how can these primitive people who thought the world was flat, how can they help me to know what to think about the hydrogen bomb -- or the language question -- or any of our modern problems?

PASTOR: Well, what *are* our modern problems? Aren't they simply the problem of how to live with your neighbor? It seems to me that Cain killing Abel because he was jealous -- and David killing Bathsheba's husband because he wanted Bathsheba -- well, I'll leave you to think of a local parallel. But most of our problems are not problems created by science. They are problems created by human nature, and as far as I can see, the evidence is that human nature hasn't changed much in the last three thousand years.

SOMA: All right then -- my problem is how to get on with my neighbor. But it does not need the Bible to tell me that I ought to be kind to him. Don't all religions say much the same? And don't we know it anyway?

MRS. T.: Look here -- I've got something I want to say. I wanted to say it five minutes ago, but you stopped me.

PASTOR: Sorry... Go ahead, Mrs. Thompson.

MRS. T.: Well, it's like this. Soma here is talking about our knowing so much more than the people of the Bible. I want to challenge that. We may know how to get to the moon -- but, when we do get there, we'll only quarrel with our neighbor because he got there first. And because we have learned more, we'll quarrel with bombs instead of clubs. I don't call that knowing more -- anyway, it's not the kind of knowledge that satisfies anyone.

PASTOR: Well, what is?

MRS. T.: Oh -- just the things that the Bible teaches.

PASTOR: But Soma says he doesn't need to read his Bible to know that he ought to love his neighbor. He knows that already.

CHARLES: He knows that he *ought* to. That isn't always the same as doing it.

PASTOR: Yes, Chandra -- you look as if you'd burst if you didn't say something.

CHANDRA: I don't want to say anything really. I only want to ask a question. We're talking about the Bible as though it were a lesson book out of which we learned things -- but is that really what it is?

MRS. T.: For me, the Bible is the place where I meet God.

SOMA: That's all right for good people like you. But that doesn't mean a thing to me. I've never got God in my life -- I wouldn't know Him if I did. What do you *mean* when you talk like that?

PASTOR: Yes, what happens to you?

MRS. T.: Because you've asked I'll tell you this. Last week -- Thursday it was -- I wakened up, all at sixes and sevens with myself. Had too much cheese for supper the night before -- never does agree with me. So I'd got up and wakened the servant, who was sleeping like a log as usual; and I took my mother-in-law a cup of tea. Then I began to ask myself why it was always *me* that had to get up early and wait on everyone else. And now, with the old lady to look after and everything, it was just getting a bit too much.

See, after I got my husband off to his office -- had to sew a button on his jacket, and then he'd lost his cigarettes, and why hadn't I jumped the people next door about the hens coming into the garden -- by that time I was feeling thoroughly sorry for myself. I didn't feel a bit like reading my Bible. But I always do, as soon as the house is quiet, and before I get down to the morning's work. I turned up the passage for the day -- what do

you think it was? The 23rd Psalm, of all things. I thought to myself: Huh! The good Lord'll have a job finding any green pastures and still waters in this house this morning, what with the dhoby coming and the old lady upstairs getting more and more demanding and me with a thick head. A couple of aspirins would be more in my line. You'll think it's a funny way to start saying your prayers.

CHARLES: I don't think it's funny at all myself. It's when I feel like that that I know I must say my prayers. But don't let me interrupt. Please go on.

PASTOR: Well now, wait a minute! If we're going to look at Mrs. Thompson's Psalm I might as well get the Bible. And while I'm doing that, let's just sing that metrical version of the 23rd Psalm...

CHOIR: HYMN

PASTOR: Now, Mrs. Thompson, tell us what you found in Psalm 23.

MRS. T.: Well, you know, Soma's wrong about the Bible. It doesn't tell you what to do -- at least, not mostly. If I had opened at a passage which said, *Now, go and love your neighbor* -- I think I'd have shut it in a big hurry. If "my neighbor" meant that lazy servant of ours, or the dhoby who brings back shirts without any buttons and asking for advance pay -- or the old lady upstairs -- I'd be in no mood to love any of them. But that isn't what the Bible said to me that morning. I read the bit about *green pastures and still waters*, but it didn't mean so much to me -- not then it didn't. And then I came to the verse: *He leadeth me in the paths of righteousness*.

PASTOR: Had you ever read that verse before?

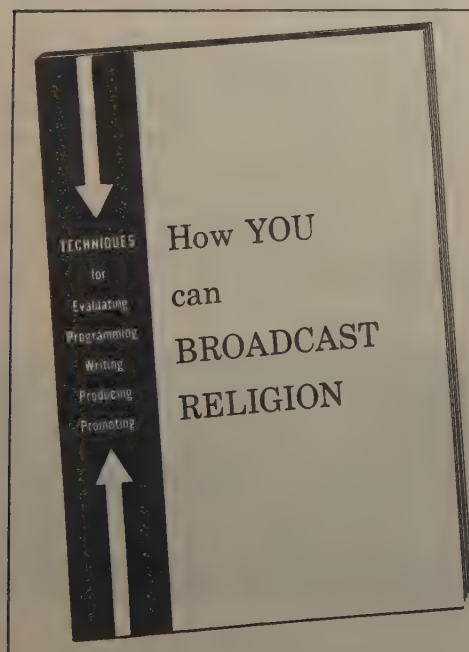
MRS. T.: Yes -- I suppose so. I must have read the 23rd Psalm a hundred times; and if you had asked me what it was about, I would have said, "It's all about the Lord leading you by still waters and through dark valleys -- and very comforting it is." But this time, I came smack up against this verse. Talk about meeting God! It was as though He were standing there in the middle of my path saying, "Wait a bit, Emma Thompson -- before we go on to the green pastures." So then I sat still and began to think. He *leadeth me* -- that's what I used to learn in Sunday School about shepherds in Palestine.

They don't drive the sheep in front of them, they go ahead, calling their flock by name. That's what Jesus said, didn't He: *I know my sheep, I call them, and they know my voice and they follow*. So, the Lord's my shepherd -- well, is He really? If I follow Him when He leads me, then He is. But if I'm not following Him, it does not seem that there's much point in reading the rest of the Psalm because, if I'm not following, then He isn't my shepherd. In that case, of course, I'll not find my green pastures -- and I'll go through the valley of death alone -- and afraid....

PASTOR: So, Mrs. Thompson, that's how you "met God" in the Bible?

CHANDRA: And was the dhoby nice, when he came?

MRS. T.: As a matter of fact, he didn't come at all. That was much worse but it gave a little extra time, and I slipped round next door and had a little chat about the hens that had been destroying our garden.



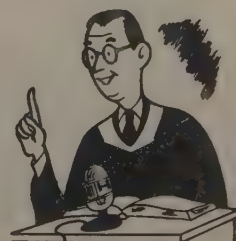
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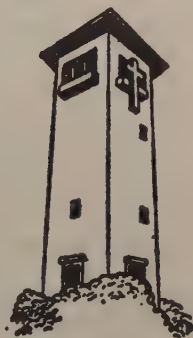
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sisted by visualization specialists of the Jam
andy Organization.

REGISTRATION \$20.00

(waived for ministerial students and others
pursuing religious education degrees in
accredited institutions)

HOW TO GET THERE

UTO: Green Lake is 90 miles NW of Milwaukee,
midway between U.S. highways 41 and 51,
on state highway 23. The ABA is a few miles
west of town on highway 23.

US: Greyhound Lines operates directly into the
town of Green Lake from Milwaukee and
Chicago.*

RAIN: The Milwaukee Road runs to Portage (41
miles SW) from Chicago, Milwaukee, and
Minneapolis-St. Paul; the Chicago and North-
western Railway runs to Fond du Lac (30 miles
E) from Chicago and Milwaukee.*

LANE: North Central Airlines serves Oshkosh
(30 miles NE) from Chicago, Milwaukee, and
Minneapolis-St. Paul.*

NOTE: Upon 24 hours advance notice to the
ABA Registrar, guests will be met at
Portage (\$3.00), Fond du Lac or Oshkosh
(\$2.00), and Green Lake (35¢) per person.

Chaplain

The Rev. OSCAR J. RUMPF, professor of prac-
tical theology, Eden Theological Seminary, and
author of *"The Use of Audio-Visuals in the
Church"*.

Conference Laboratories

(for staff and volunteer personnel of subnational de-
nominational units plus state, county, and local coun-
cils of churches)

- 1B. *Meeting Specific Needs with Self-Produced A-Vs*—
the Rev. RUSSELL HOELTZEL, Methodist pastor and
leader of numerous "do-it-yourself" workshops.
- 2B. *Setting-Up and Maintaining an Effective A-V Library*
—BETTY PEACHER, director of Christian education,
San Antonio (Texas) Council of Churches.
- 3B. *Helping Local Churches Integrate A-Vs Into Curricu-
lum and Program*—WILLIAM S. HOCKMAN, director of
Christian education, Glens Falls (N. Y.) Presbyterian
Church, and church editor, *Educational Screen & A-V
Guide* magazine.
- 4B. *Improving Evangelism Efforts with A-Vs*—the Rev.
JOSEPH F. QUICK, executive secretary for evangelism,
Protestant Council of the City of New York.
- 5B. *Improving Leadership Education with A-Vs*—the Rev.
A. MERRITT DIETTERICH, executive secretary, Iowa
Conferences Boards of Education, Methodist Church;
and FLORENCE LEE, director of Christian education,
Wichita (Kans.) Council of Churches.
- 6B. *Improving Missionary Education with A-Vs*—DORIS
DEMAREE, associate for Indiana, United Christian Mis-
sionary Society, Disciples of Christ.
- 7B. *Designing a Comprehensive A-V Program for Our
Constituencies*—the Rev. HAROLD L. CLARK, associate
executive secretary, Federation of Churches of Roch-
ester (N. Y.) & Vicinity; and the Rev. WILLIAM M.
BELK, director of Christian education, Synod of
Florida, Presbyterian Church in the U.S.

INTERNATIONAL RELIGIOUS
FILM FESTIVAL
FEATURING SELECTED CLASSICS
FROM AROUND THE WORLD

PASTOR: Well, thank you very much, Mrs. Thompson. You've given us a very good start. Who'd like to take it up from there? Soma, you started this argument. What do you feel about it now? Does Mrs. Thompson's phrase about "meeting God in the Bible" begin to make any sense?

SOMA: I'm sure it makes sense to her, but I can't say it means much to me. I mean, I never *feel* anything when I read the Bible.

CHARLES: Aren't you putting too much stress on feeling? You don't read your Bible in order to get a *nice feeling*.

PASTOR: What do you read it for, Charles?

CHARLES: I think I read it partly to find out where my life is going wrong, but chiefly to know how I can put it right. Soma here says he doesn't need to read the Bible to know how to treat his neighbor. I'm not so sure about that. I believe that if I read the Bible with my mind awake I discover lots of ways in which I'm behaving badly even to those I love -- in my own home. Indeed, I think one of the things the Bible does -- I know it does for me anyway -- is to make my conscience more tender. As the psalmist says -- you find the Good Shepherd leading you in the paths of righteousness.

PASTOR: What about his idea of "meeting God"?

CHARLES: But that's what I mean by *meeting God*. To meet God isn't a nice thrilling little experience like being presented at Court. It's a most disturbing experience. You remember what it did to Peter.

PASTOR: Tell us.

CHARLES: Well, Peter fell down at Jesus' knees and cried out, *Depart from me for I am a sinful man*. I reckon I'm really beginning to understand my Bible when it makes me begin to feel like that -- same as Mrs. Thompson here.

MRS. T.: That's right. Only it doesn't just make you see where you've gone wrong. It somehow helps you to go right. It makes you easier to live with, too. And there wouldn't be so much talk about husbands and wives with *incompatible temperaments* if people read their Bibles a bit more.

CHANDRA: I'm glad I've heard you talking like this about the 23rd Psalm. I always had a feeling that it was a bit soft and sentimental -- the sort of thing children recite at Sunday School Prize Givings. You've made it much more real. I don't know if we've time to finish it -- but I would like to know what you make of the next verse.

PASTOR: Read it, Chandra.

CHANDRA: *Yea, though I walk through the valley of the shadow of death, I will fear no evil, for Thou art with me.*

PASTOR: There's just one word to be said about that. The phrase "shadow of death" is a little misleading really. You'll find a footnote in your Bible where it gives a better translation.

CHANDRA: Yes, here it is. "A valley of deep darkness."

PASTOR: That's it. The Psalmist isn't talking about the experience of death at all.

CHANDRA: What is he talking about?

PASTOR: What he says -- *darkness*.

CHANDRA: Well - - ?

PASTOR: Oh, go on, Chandra. Use your brains. What happens in the darkness?

CHANDRA: Well, you can't see.

PASTOR: Can't see what?

CHANDRA: Can't see anything, I suppose.

PASTOR: Precisely. You can't see your path. You can't see your next step even -- let alone where your life is leading to. Maybe you're out of a job, or maybe you have to face an operation, or maybe your home has broken up, or maybe your character has gone to pieces -- that's the *valley of deep darkness*. What do you do then?

CHANDRA: I don't know -- say your prayers I should think.

PASTOR: The trouble is when it's very dark you can't be sure of God either. Ministers talk a lot of sentimental rubbish about "putting your hand in the hand of God." It really isn't sentimental rubbish, of course; but that's what it sounds like when you're in the valley of deep darkness, because you're not at all sure there is a hand there to take hold of. The rest of the verse, Chandra?

CHANDRA: *I will fear no evil for Thou art with me.*

PASTOR: That's an act of pure faith.

SOMA: Do you mean faith -- or wishful thinking?

PASTOR: I mean something much more than wishful thinking. I mean that I know quite certainly -- not because I can see now, but because of what I have seen in the past, and because of what my friends in the Church can see, and because of what the Bible tells me, and because of what I know of Jesus.

For all these reasons, I know quite certainly that God is with me there in the dark. Go on -- read the rest of the verse.

CHANDRA: *Thy rod and Thy staff, they comfort me.*

PASTOR: Ha! *Thy rod*. The word that is used there means exactly what it says. A rod is what the school boy calls the *cane*.

CHANDRA: But it says -- shall *comfort* me!

PASTOR: Yes, a bad translation again. At least, the word has changed its meaning. To *comfort* really means -- to strengthen, to give endurance. There isn't much that is soft or sentimental about this verse, you know. It would not be far wrong to paraphrase it this way: When I get into one of my black moods of depression and I wake up, as Mrs. Thompson says, at sixes and sevens with everyone, and I can't say my prayers because I can't believe God is there at all -- then He shakes me out of my self-pity by His loving discipline.

Tonight, we have only nibbled at a few phrases in this well-known psalm, but

in doing so we've found a good deal which is sometimes overlooked. If we have begun to realize that there is a good deal more in it than *comfort*, our study has been worthwhile. *Comfort* is a word to be very suspicious about! When you meet it in the Bible it never means to soothe. It is a strong word.

There's an old picture in an English castle which shows King Henry driving his troops into battle at Agincourt. He has his lance in his hand, and he is prodding the soldiers in the small of the back as they go forward rather reluctantly to the battle. The title of the picture is "King Henry Comforteth His Soldiers." So, when you pray to God for a little comfort as you go through the valley of deep darkness, you can expect that salutary prod in the small of the back. It is usually the last thing we want, and the very thing we need.

And this brings our Bible Study to an end for this week.

ANNCR: To end our program the Choir is going to sing for us the evening hymn, "Glorify to Thee My God This Night."

CHOIR: HYMN

NEW SITE EMERGES FROM MUD; SEASITE TAKES SHAPE

Here comes a new dry season, and it seems only yesterday that the last dry season found us eyeing the nipa swamp area that was to be our new transmitter home. We tracked down a road of sorts through the coconut groves. We bogged down crossing the muddy rice fields. We hired mud diggers to build up banks to keep the high tides out of our swamps. Our international Work Camp last year built our little "railroad," so we could bring in 300 cubic meters of sand-fill for the transmitter house, itself.

Less than a year has passed, and the new site has been in operation for several months. The old three-hundred-foot tower, though on temporary antenna, in gleaming paint with all its foundations in, is ready to rise in its new home. The transmitter house, in light grey paint with bright red trim, is finished only on the outside; yet most of its cement floor and all the foundations are poured. Outside stands the stronger transmitter, ready for its installation.

The generator house still needs windows, but it houses four generators, two of them operating. Now we await the new city road so we can move one generator out and sell it for cash needed for other necessary things. The city road is only half-way in as we go to press. It will cut our southern corner at the ocean, and eventually become a scenic drive between us and the Mindanao Sea.

Already a half-dozen groups of students have used our conference building for a night or so. Still incomplete and rough-hewn as it is, it is ready enough for other groups -- ministers conferences or radio-audio-visual workshops.

Bringing in supplies has been a real job during these months when the new transmitter site is cut off from any road. When it came to twenty barrels of diesel oil for our generators, there was nothing for it but to come in by sea. The city of Dumaguete generously loaned us the use of its landing barge.

Even at high tide the barge grounded on the sand bar some fifty yards from the beach. The tide was turning, and the barge did not want to get stuck -- so the operation had all the look of a landing under fire. Down went the ramp, into the sea went the drums, as fast as they could be pushed. Then crews on ship and shore dove in and swam the drums to shore. "Operation Diesel Oil" was over in twenty minutes.

Now the engineers can breathe a sigh of relief, for they are supplied for another two months. By then our city road will be in -- we hope!

PROGRAMMING

News and

AFRICA Morocco

In 1947 there were only two missionary radio stations. Now there are twenty-one, and a number of others are in various stages of planning.

Meantime, hand in hand with missionary-operated stations go other important factors of missionary radio concern: (1) *Recording studios* capture on tape the languages and dialects of native Christians for broadcasting the Gospel Message to their own people. (2) *Radio communications networks* link isolated mission outposts to the home base.

(3) *Christian groups* broadcast from commercial stations on purchased time. (4) *Engineering teams* work around the clock constructing pre-tuned receivers for distribution in mission areas. (5) *Christian colleges* train potential missionary radio workers. (6) *Networks of Christian radio amateurs* contact missionaries on foreign fields.

Says Clyde W. Taylor of the National Association of Evangelicals, "Radio is the finest means ever developed to break down prejudice, to sow the Gospel more widely than any other way we've ever discovered, except by house-to-house distribution of the Word."

The missionary radio station must present a program that meets high broadcast standards, that will hold its audience and cause them to reach decisions. It is no easy task -- meeting the needs of listeners of varying occupations, social backgrounds, education, age and religion. Workers are becoming more efficient, better informed, more highly trained to meet this challenge.

The way ahead is wide open for missionary broadcasting. National boundaries, governmental decrees, war conditions cannot stop the penetration of radio.

Foreign Missionary Radio
Reprint from IBRA

ASIA Japan

▲ NATIONAL CONFERENCE HELD IN TOKYO

Held at the Christian Audio-Visual Center in Tokyo last March was a national conference and training session, sponsored by AVACO (the Audio-Visual Aids Committee of the National Christian Council) on Christian radio. Fifty-five pastors, mainly of NCC-related churches, and representatives of nine different organizations producing Christian radio programs participated.

The head of the government radio network's religious broadcasting department (NHK) and the executive secretary of the *Private Broadcaster's Association* of Japan spoke -- interpreting trends in religious broadcasting, statistics on listening patterns and the attitudes of their organizations.

In addition to hearing reports on each Christian program produced by the nine organizations represented, the group was broken down into workshops for one evening to study radio speech and preaching, script writing and the planning and production of religious radio programs.

The highlight of the conference was an hour-long monologue by nationally famous radio storyteller and comedian, Tokugawa Mussi. This is roughly equivalent to having Bob Hope speak to a group of ministers on how to use the radio to get the message across. Everyone attending felt that his comments and practical illustrations on the art of timing and intimacy in speaking were the most helpful part of the conference.

..... Korea

A new Christian radio station -- HLKT -- went on the air in Taegu on March 26 of this year, in time to broadcast the matchless story of Christ's death and the triumph of Easter. With a 250-watt commercial transmitter some one million persons in this provincial capital and in the surrounding towns and villages now fall within the reach of this station. HLKT is the first branch station of the Seoul HLKY (established in 1954). The new station was installed at a total cost of some \$5,000 -- the funds having been supplied by the United Presbyterian Church in the U.S.A. As similar funds are made available by the other cooperating denominations or by other friends of the Gospel in Korea, it is hoped to erect additional relay stations of HLK's.

So great was the desire of the churches in Taegu for this new radio voice that they have pledged themselves to support the cost of local operations. This amounts to nearly \$2,000 per year -- no small sum in this hard-pressed economy. Station programs will be prepared on tape at HLKY in Seoul and sent by railway express to Taegu for airing on HLKT. The initial schedule of six hours daily, two each morning and four each evening, has been enthusiastically received, and it is expected that, as local resources increase, the time on the air will also increase.

Requests have already been received from church leaders in Pusan, a city of 1,200,000 with,

The Christian Broadcaster

Information



Transmitter Tower for Station HLKY

at present, only one Korean radio station, for a similar *Christian* station. Other cities of considerable size and importance needing a radio witness are Kwangju, Taejon, Chunju-Iri, Mokpo and Andong. Augmenting the other phases of missionary work in Korea, radio can have a prominent part, under God, in winning this nation for Christ.

..... P h i l i p p i n e s

DYSR Reports

▲ "CHURCHMEN IN ACTION"

A new program. Listen for it. Wednesday at 8:00 P.M. The program includes fine live music by a double quartet, news of Christian men and women -- not only in the Philippines but in the worldwide Church -- together with suggestions for prayer. Name of the program -- *Churchmen in Action*.

Dr. Janos Horvath, formerly professor of Agricultural and Urban Economics of the University of Budapest, was interviewed on this program. Dr. Horvath fled Hungary after the Revolution of October 1956. He is an active Presbyterian, now one of the ruling elders of the First Hungarian Presbyterian Church in New York City. During his year in the Philippines he was a member of the Faculty of the University of the Philippines. Dr. Horvath's interview was featured on the *DYSR* program *Churchmen in Action*.

April-June 1959

A fine example of cooperation between *DYSR* and the Church is this news item from the station program director, who is concentrating on drama:

CHURCH AND RADIO

STATION COOPERATE

"The United Church of Christ in Dumaguete City is sponsoring the production of the weekly radio dramatization of *Noli Me Tangere* -- the Visayan translation of the original novel by Dr. Jose Rizal. The drama

was serialized two years ago for the first time but is now being further adapted and repeated, at the same time that it is recorded for possible future use."

With guidance and help from the *DYSR* staff, the church members of the Dumaguete Church are contributing their time and acting talent over the air waves. The church players are headed by their pastor.

When the idea of the city church sponsoring the dramatized classic was first proposed to the pastor, he remarked enthusiastically that it would be a good opportunity for the church members to help, "letting our people know and understand our national hero, Rizal, and his writings -- as well as learning from the voices of the past, voices which speak for true Filipino nationalism, even to the citizens of today."

* * * *

▲ "JUAN" GOES ON THE AIR WEEKLY

Juan Tamad is fast becoming one of the most popular of all our programs in the dialect. It is a children's program, telling the continuing adventure of a comic character, lazy Juan. However, it appears that "children of all ages" enjoy listening to him and are edified by the moral lessons which are interwoven with the merely entertaining and humorous.

We understand that Dan Solis, one of the program staff, is becoming so identified with the character of Juan -- which he takes on the air each week -- that it is not uncommon on Sunday morning when he goes to church to have a ring of children gather around him, asking such questions as: Did you really go to Mars last week? What was it like up there? Why did you come back? Were you killed in that explosion?

▲ WE GET LETTERS!

I acknowledge with thanks your gift. Although it was given to me as a prize -- for telling the lesson of your *Juan Tamad* story -- still it is so gratifying because it reached me at the Christmas season.

* * * *

PROGRAMMING

Your booklet, *Jesus, Friend of Children Everywhere*, is interesting -- and right away I finished reading it from cover to cover. This is the first time that I learned Jesus had brothers and sisters. It opened me to thinking of the whereabouts of those brothers and sisters, from the Holy Scriptures. I want to know also from my friends why Joseph and Mary wandered around that night before the birth of the Lord. Did they have no house of their own?

* * * *

I have sold my radio to buy a carabao to plow my small farm. However, I will try my best to secure a new radio in order to hear once more your programs from DYSR.

* * * *

▲ VILLAGE LIFE IS DRAMATIZED

On February 15 this year the Radio Office of the Philippine Federation of Christian Churches started the production of a new dramatic serial -- *Barrio Obrero* -- over DZRH, one of Manila's leading commercial stations. How a small barrio of working people comes into being and how it throbs into life and how it is influenced by the grace of God are the threads which are skillfully woven into a delightful story of human foibles. The 25-minute program is concluded with a short message from noted Evangelical preachers. Also featured is the "Federation Quartet," a talented group of male singers who render a repertoire of hymns and sacred songs.

BRITISH ISLES

▲ COURSES FOR MINISTERS PROMOTED

The commercial television company (ABA) in Manchester has held a training course for Anglican ministers. Two Anglican bishops, one from Aberdeen and one from Orkney, also took part in this beginning course in the techniques of television, which emphasized assurance in front of the camera. Bishop Dr. Greer, of Manchester, who opened the course, criticized in the introduction the fact that the course was not held on an interdenominational basis: "The public should not receive the impression that there exists a competitive rivalry in the proclamation of the Gospel. The television message is more extensive and reaches much farther than the 'church message'."

▲ CLERICAL LIFE TO BE TELEVISED

With the purpose of recruiting candidates for the religious duties of the Church of England, commercial television ABC will telecast in September a 25-minute program about the life of a typical Anglican minister. The manager of the religious ABC programs, Tom Singleton, announced that the program is intended to give the viewer a "realistic" picture of the joys and difficulties of a minister's work. The question of training and salary, as well as such duties as visits to hospitals and jails, will be given an informative and dramatic presentation.

▲ "FAMILY TEA" IS DRAMATIZED

One Sunday, instead of the usual worship service, the congregation of St. Peter's Church in Crawley (Sussex) watched a television play. The 33-year-old minister of the community wrote the play, "Family Tea," which was telecast on the commercial program *About Religion*.

▲ NEW PERIODICAL ON MASS COMMUNICATION

The first issue has appeared in London of a new Roman Catholic monthly devoted to radio, television and motion pictures. Called *Annunciation*, it is joint organ of the Catholic Radio Guild and the Catholic Film Institute. The name had previously been used for a mimeographed bulletin published by the Radio Guild. It was announced that the new periodical would cover "the whole range of Catholic radio, television and cinema criticism." Contained in the first issue is a listing of moral ratings for motion pictures. Modeled after the classifications issued by the National Legion of Decency in the United States, it marks a new development in the British Isles.

EUROPE Germany

For the first time in the history of the German Church Days, the meeting this year will be held in Munich (August 12 to 16). Under discussion will be films, radio and television. Of the ten work groups which will meet in the large halls of the Fair, Group Nine -- under the leadership of Pastor Herbert Reich of Hanover -- will be concerned with the potentials of the mass media. The first day of the conference Professor Paul Heimann (Berlin) and Pastor Werner Hess (Frankfurt/Main) will report on "The Human Being Under the Spell of the Microphone and the Camera."

MUNICH CONFERENCE DISCUSSES MASS MEDIA

The second day's report will be "From Public to Partnership" by Werner Jaspert, manager of the entertainment department of *Radio Hessen* and by Dr. Heinz Zahrnt (Hamburg).

Demonstrations of the various media, with pertinent discussions, will be the program for each afternoon of the conference. A local theatre has been reserved for film demonstrations. Radio and television demonstrations will be limited to smaller groups of some thirty or forty persons. The summaries and conclusions of the various work groups will be the subject of discussion on the last day of the conference.

In view of the growing importance of the mass media it is natural to look forward with special enthusiasm to this Church Days project. Many of the questions and reactions of the conference will be assembled in a booklet on the German Evangelical Church Days.

"What is the church doing when it uses these modern means of communication? Can the church simply take part in them, just to be in this way

'one of the party' and not risk losing an opportunity -- or must the church, if it thinks that it can use these means for its mission, not think what it must do and how it must do it?"

.....

Phonograph records with religious texts have appeared for the first time on the German market. Produced by one of the largest record companies in West Germany, *Telefunken-Decca*, the discs feature readings of the *Sermon on the Mount*, Letters of the Apostles Paul and John, and parts of Luther's *Catechism*. The firm said the records are aimed at helping young people, who can no longer attend church, to hear readings from the Scriptures.

Religious News Service

▲ BISHOP DIBELIUS HAS RADIO PROGRAM

Beginning May 25 Bishop Dr. Otto Dibelius has been speaking every second Monday on "Words for the Day," the first program of the Free Berlin transmitter. In this way Bishop Dibelius is able to maintain contact with the middle-German communities, although for some time he has been refused permission to enter the zone.

.....

..... Luxembourg

Letters from various parts of Germany indicate a very enthusiastic response to the new German broadcast just begun on *Radio Luxembourg*, Europe's most powerful commercial radio station. This report was just received from Paul Lehman, Basel, Switzerland, director of European broadcasts sponsored by *Mennonite Broadcasts, Inc.* of Harrisonburg (Virginia).

This German broadcast began April 2, after word was received from *Radio Luxembourg* that time could be purchased for the period each Thursday morning from 6:05 - 6:20 during their German program block. Prior to this, *Mennonite Broadcasts, Inc.*, found it impossible to purchase time on this prestige station of 500,000 watts.

..... Italy

▲ PROTESTANTS GAINING FAVOR

Italy is a country with a population of over 50,000,000 people. To most of our readers the facts about the religious life of the country are well known. It is, of course, predominantly Roman Catholic, but the Protestants are steadily increasing in number, and a very fair estimate of their total now is some one hundred thousand. Meantime, recent court decisions have been in favor of Protestant pastors who have been greatly persecuted. It is a considered opinion that this will result in a great move forward evangelically.

IBRA Radio is playing a large part in these evangelistic endeavors, and there are now six

broadcasts in Italian weekly. Most of these programs are produced in the city of Rome and have brought wonderful results so far. For example, a radio Bible course in the *Gospel of St. John* has an enrolled membership of more than two thousand.

The island of Sardinia has now been opened to the Gospel through our radio broadcasts. Also, many Italians are scattered throughout other European countries (Spain, France, Portugal, England) and many of them are hearing the Gospel.

IBRA Release

▲ BIBLE COURSE IN ITALIAN

From *Mennonite Broadcasts, Inc.* Italian office in Florence has come word of the recent release of a Bible course of twelve lessons. This new course was translated from the English course, *God's Great Salvation*, by Dr. Luciano Monti, narrator of the Italian program. To date, more than fifteen thousand enrollments for Mennonite courses in various languages -- English, Spanish, Japanese, German, Italian -- have been registered.

..... Netherlands

A series of broadcasts designed to help listeners acquire a better understanding of art works has become a firm favorite on the Netherlands radio network. The project was started in 1956, during the International Campaign for Museums, by a group of historians and artists who founded a non-profit organization called "Our Art Heritage" (*Openbaar Kunstbezit*), with the purpose of broadcasting weekly talks on art. The programs proved highly successful. Last year organization membership was more than ninety-six thousand.

Subscribers pay a small annual fee in return for which they receive a springback binder and, at the beginning of each month, four reproductions of works of art, from Dutch museums, which are to be discussed during the broadcasts. These include color reproductions of paintings and reproductions in black and white of sculptures and prints. At the end of the month texts of the broadcast commentaries are sent to subscribers so that, each year, they are able to complete an album of some forty reproductions with related texts.

A free permanent pass to all Dutch museums is issued by the organization to all members. Subscriptions are also used to acquire a number of works by living artists. These are distributed among members by ballot at the end of each year.

UNESCO

THE CHRISTIAN BROADCASTER considers the announcing of quality programming materials adaptable to religious radio/television as a part of its service. All producers of such (scripts, records, tapes, etc.) are asked to keep us informed of new releases.

PROGRAMMING

..... Norway

A letter written from Oslo by the Rev. Harold van Broekhoven gives the following information:

NORWEGIAN LAYMEN

MAKE USE OF RADIO

"NOREA stands for *Nordic Radio Evangelistic Association*, an organization sponsored by a lay group known as *The Norwegian Lutheran Mission*. This society, in addition to 400 lay evangelists throughout Norway and over 150 foreign missionaries in several areas of the Far East and Africa, also has various magazines of tremendous coverage.

"The radio wing was formed to carry on an extensive program of telling the Gospel abroad. It possesses only modest studios at present and modest recording equipment -- but it has a full-time staff. This staff produces a daily half-hour program, with youth programs, Bible teaching and evangelism. These programs are aired over the *Voice of Tangier* in Morocco.

"The group is also thinking about the four million Norwegians in America and the forty thousand Norwegian seamen around the world. With these in mind the staff initiated a test program for broadcasting over HCJB (*Voice of the Andes*). Music of selected Norwegian choirs and messages "from home" have been tape-recorded for use on this program. Future plans call for the production of discs as well as taped material."

Foreign Missionary Radio

..... Switzerland

Celebrating the 450th birthday of John Calvin and the 400th anniversary of the foundation of the Academy of Geneva, the German Television on May 31 transmitted the festival in front of the reformation monument in Geneva. On June 3 the German Television broadcast a festive worship service from the St. Pierre Cathedral in Geneva. This service was also held in connection with the Calvin Jubilee. Pastor Marc Boegner, president of the Protestant Church Federation in France, gave the sermon.



Restored Auditorium of Calvin Church, Geneva

LATIN AMERICA Aruba

IN THE CARIBBEAN

J. F. Swanson

The miracle of radio has come to the Caribbean. The picturesque Old World communities that once depended on sailboat and steamer for news from their neighbors are now enjoying the best in Gospel broadcasting and up-to-the-minute news from around the world.

Radio Victoria, PJA-6, located on the island of Aruba (about forty miles off the coast of Venezuela), is heard on the entire eastern perimeter of the Caribbean -- from British Guiana in the southeast to Haiti in the northwest -- and a clear and steady signal is reported.

Aware of what this means to listeners on lonely little islands, on ships at sea and in the busy cities of the mainland, thousands of Christian friends who have been interested in the establishment of this Gospel radio voice join in praise to Almighty God.

Gospel radio has come to the Caribbean. It penetrates spiritual darkness and imparts new life by bringing the light and power of the Word of God. It brings solace, uplift and enrichment through the best in music. It brings to the enlightened, through the medium of the four languages spoken in the area, the news of the day as a public service.

Radio Victoria PJA-6 was dedicated on November 2, 1958, and met with immediate and enthusiastic acclaim. Local listeners on Aruba called by telephone. Letters came from the other Netherlands Antilles islands. Soon a request program was added, and the islanders began to refer to *Radio Victoria* as "our own station."....

Obviously, the staff cannot reach out beyond Aruba in personal follow-up. They may not even be able to go to all those on the island of Aruba alone who telephone or write them. It is hoped, however, that the entire Christian community in the Caribbean -- pastors, missionaries and layworkers -- will be burdened for those in their own areas who have been moved by the Spirit of God to seek salvation in Christ or spiritual help because of some radio program.

Although the station was established primarily to reach the islands of the Caribbean, it has been gratifying, indeed, to learn that it is also heard clearly in the Venezuelan oil fields, in Maracaibo and in other cities on the mainland.

The latest report from British Guiana indicates that the strong signal from *Radio Victoria* is being received distinctly at much greater distances than the mission and station directors had dared to hope. Praise God for the vision, faith, courage and sacrifice that have made this ministry possible.

PROGRAMMING

NORTH AMERICA U. S. A.

The four languages used in the daily broadcasts are those spoken by the majority of people in the immediate listening area. Dutch and Papiamentu are the two principal languages of the Netherlands Antilles. English and Spanish are also freely spoken.

Gospel music is universal and knows no language barrier. "How Great Thou Art" or "Lead Kindly Light" are inspiring to listeners of all language groups....

As new programs are added, broadcasting time increased, and the signal better known, added response from a listening audience in a 1000-mile radius will necessitate an increase in personnel to handle correspondence and follow-up.

We praise Him for the coming of missionary radio to the Caribbean. *Radio Victoria's* entry was without fanfare; it was established on one of the Caribbean's smallest islands (area, 173 square miles); but the quality and power of its message are filling a definite place in world evangelism today through the ministry of the Holy Spirit.

The Missionary Broadcaster

..... C u b a

"Fan" mail has been swamping the office of the Rev. Cecilio Arrastia of the First Presbyterian Church of Havana. In a recent report to the Committee on Cooperation in Latin America of the National Council of Churches in the U.S.A., of which Mr. Arrastia is the Cuban field representative, he described the "excellent cooperation" of the staff of CMQ-TV which televised his two-hour Good Friday service. "According to estimates," he declared, "the service was viewed by approximately one million people. At that time of day our program was the only one on the air, which meant that all the viewers that afternoon were tuned to it."

The "best TV men in Cuba" took some beautiful shots of the interior of the church, the processional, the preacher and the choir, which wore white gowns for the occasion. But a more important aspect, he added, was the reaction of the public.

"I could fill several pages quoting telegrams and messages from those who viewed the program, including many Roman Catholics," he said, "and the officers of CMQ were greatly impressed. Far from accepting our gratitude, they were the ones who thanked us and said it had been an honor for them to transmit our service."

The TV station also received calls from Roman Catholic leaders (including M. Fernandez Nuevo, president of the *Catholic Youth Association*), said Mr. Arrastia, concluding, "We believe that this program was the outstanding event of the Cuba Evangelical Church in the last ten years."

The Religious Newsweekly



Robert Bradburn of Thailand and Eugene Lee of Venezuela appear on "Five Minutes to Live By" on WLW-TV, during the General Assembly of the United Presbyterian Church, held in Indianapolis (Indiana).

▲ METHODIST STAFF REORGANIZED

The Methodist Television, Radio and Film Commission has announced staff reorganization and the employment of a new staff member. Howard Tower will serve as Associate General Secretary for Program Production and Utilization. Nelson Price joins the staff as Associate Director of Utilization, in charge of field service and promotion. Mr. Price is a layman who -- for the past two years -- has been in charge of Methodist Public Relations in the Chicago area and actively related to the radio-TV program of the Chicago Church Federation. For five years preceding he held a similar responsibility in Indianapolis and worked on TV programming there. He is the son of a Methodist missionary to Burma.

▲ WORKSHOP FOR SEMINARIANS

Some fifty seniors at Wartburg Theological Seminary in Dubuque (Iowa) participated in a public relations workshop on the use of press, radio and television in their ministry. A pilot project, the workshop was sponsored by the Department of Public Relations of the National Lutheran Council, with the cooperation of the United Lutheran Church in America and the Lutheran Church-Missouri Synod. NLC participants included the Rev. Philip A. Johnson, public relations director; Erik W. Modean, news bureau secretary; and Miss Betty Barth, radio and television secretary. Representing the ULCA were Dr. Charles C. Hushaw and Richard T. Sutcliffe of the Department of Press, Radio and Television. The Missouri Synod was represented by the Rev. Norman Temme, associate director of its Department of Public Relations.

Religious News Service

PROGRAMMING

▲ YOU WILL CHUCKLE OVER THIS!

From the Diocese of Michigan (Communications Department) comes the following: Dr. Nellie Ebersole, director of the Radio and TV Department of the Detroit Council of Churches, was winding up their Sunday morning broadcast recently at WJBK-Radio when an engineer approached her, stating: "There's a man outside in a long red suit, with a tail and horns and carrying a spear, Dr. Ebersole. He's demanding equal time. What shall we do?"

The Script

YOUTH PROGRAM IS HIGHLY EFFECTIVE

With St. Paul's "Unknown God" address to the citizens of Athens as a starting point, *Look Up and Live* (CBS-TV, Sunday, 10:30-11:00 A.M.) during the five Sundays of May was devoted to an examination of the search for religious values in our culture. One aspect of this search was mirrored in *protest* -- in the song satires, for instance, of Will Holt, who was featured on May 10, or in the writings of the "beat generation" spokesmen, several of whom shared in a dramatic discussion which opened the series on May 3.

Another aspect of the search, affirmative in nature, was shown in a program featuring William Rousseau, 30-year-old composer whose 2nd Symphony ("The Titans") was given its premiere performance by Leonard Bernstein and the New York Philharmonic on April 16. Mr. Rousseau effectively straddles the worlds of jazz and concert music, having written much of band leader Stan Kenton's "book." In this program, seen on May 24, Mr. Rousseau and a modern jazz group made a highly intriguing search for religious values in our contemporary music.

Negotiations are under way to present a program centered on the current Broadway success "JB", with the Reverend Sidney Lanier, members of the cast, and the play's critics, both pro and con, as participants.

To the youth leaders who are responsible for the content of *Look Up and Live*, it is clear that the traditional faces of God have little meaning for young people today. Through the kind of programming which makes *Look Up and Live* distinctive, it is hoped that our youth may be helped to "seek God," in Paul's words, "in the hope that they may feel after him and find him."

Reports from viewers of the recent series -- "The Delinquent," "The Hipster," "The Square" -- certainly encourage us in that hope.

The *Pilgrimage* 1959 summer series has been offering and continues to offer a real treat to radio listeners who want their programs to add up

BOTH ENTERTAINING

AND INFORMATIVE!

to something more, than mere entertainment. With Quincy Howe, ABC's ace news analyst, as emcee these discussion programs are entertaining and provocative as well as full of information. Aired on Sundays (1:30-1:55 P.M.), the following topics have been up for discussion:

May 3 -- Peace Begins at Home. Peace is based upon the family; a peaceful family helps make a peaceful community; peaceful communities make peaceful nations, and peaceful nations can make a peaceful world. William Genne, executive director of the National Council of Churches' Family Life Department, and Dr. Alfred Buchmueller, executive director of the Study Association in America, discussed this topic in some detail with Quincy Howe.

May 4 -- Plowshares, Poverty and Peace. The contest between the free world and Russia for the underdeveloped countries and the part poverty plays in one's choice was discussed by Mr. Howe, Paul Hoffmann from the United Nations and Eugene Carson Blake, stated clerk of the United Presbyterian Church in the U.S.A.



DR. EUGENE CARSON BLAKE

May 17 -- The Berlin Crisis. What came out in this conversation was based on the Berlin conference itself.

May 24 -- Migrants, Our Own Refugees. Every listener needs to be informed about our own "permanently displaced persons." On the program were Monica Owen of the Home Missions Division of the NCCUSA, Charles Yersak of the New Jersey Department of Labor and Industry.

May 31 -- World Refugee Year -- 1960. Sponsored by the United Nations, the U.S. Committee for Refugees and Church World Service, a department of the National Council of Churches, Dr. Norris Wilson of Church World Service and Dr. Edward Marks, executive director of the United States Committee, were Mr. Howe's guests.

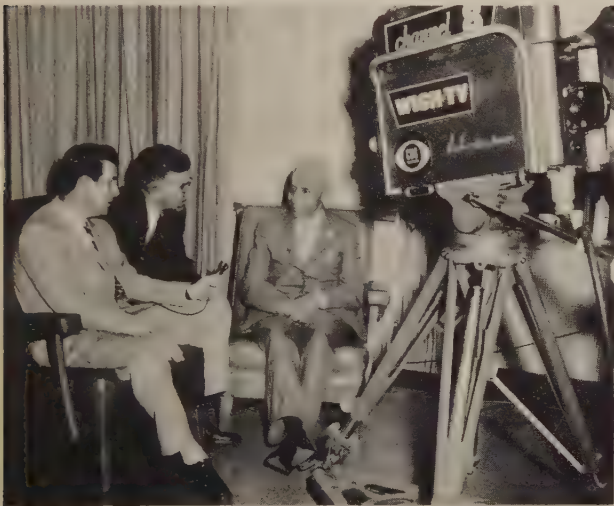
The June program centered on *relationships*. The specific topics were:

The Christian Broadcaster

- June 7 - Race Relations in the United States
- June 14 - Christianity and Race
- June 21 - Protestant and Orthodox Church Relations
- June 27 - Protestant and Catholic Relations

Beginning Sunday, July 5, six consecutive programs will be devoted to International Affairs. These discussions will center on the findings of the study groups assembled at the Fifth World Order Conference in Cleveland (Ohio) in November 1958. The questions under discussion will be:

- July 5 - Can We Achieve a Moral Standard in Our International Affairs?
- July 12 - Can the Cold War Be Ended?
- July 19 - Can We Have Partnership in Foreign Aid?
- July 26 - What Are Our Inalienable Rights?



Dr. Andrew Thakur-Das, Regional Secretary for Africa -- of the United Presbyterian Church, appeared on "Chapel Door" -- WISH-TV, Indianapolis (Indiana)

▲ NEW TV SERIES ON CBS NETWORK

Two Chicago Lutheran clergymen took part in the premiere of a new television series, *Women*, on May 19, on the CBS network. The Rev. C. J. Curtis of the Immanuel Lutheran Church performed a marriage ceremony and engaged in marital counseling. Chaplain Daniel Sandstedt of the Augustana Hospital appeared at a meeting of the monthly "Marriage Clinic" of the hospital. Claudette Colbert, Hollywood film star, was hostess of the program.

Religious News Service

▲ CLOSED-CIRCUIT TV FOR CHURCHGOERS

Latecomers to services at Park Road Baptist church here participate in the service by means of closed-circuit television. When the 250-seat chapel is at capacity, worshippers are ushered to the "TV room," where the televised chapel service is viewed on TV sets. Although the 665-member congregation expects to build a 750-seat sanctuary eventually, the closed-circuit television system will probably become a permanent feature.

Religious News Service

NOTES FROM RIAL

Religion in American Life messages are reaching virtually every American home through the medium of television. Each of the 550 TV stations in the country receives a kit of RIAL materials a year and the networks are also supplied with special material for use on nationally-telecast shows.

While the period set aside by the broadcasting industry for giving public service time to *Religion in American Life* is for a certain number of weeks in October, November and December, these RIAL materials are being used increasingly on a year-round basis.

Partially responsible for this expanded use are local community groups which contact TV station managers to express their appreciation for cooperation with RIAL messages. In many communities, RIAL messages are integrated with regular local TV shows.

Tens of thousands of RIAL messages are broadcast on network and local television each year, resulting in 1½ billion impressions annually. (An impression is a message seen once in a home.) Stations or advertisers donate the time for these messages, and the value of this contributed time amounts to more than five million dollars a year.

Kits are assembled and distributed by The Advertising Council, the public service agency of American business and advertising. Printed spot announcements are written by the staff of the RIAL volunteer advertising agency, J. Walter Thompson Company.

Cost of materials and postage for this phase of the RIAL campaign is borne by RIAL. Amounting to \$5,000 a year, the expense is met by religious groups and corporations, foundations and individuals concerned for the strengthening of the spiritual life of all Americans.

Religion in American Life

▲ IN MINNESOTA THEY ARE ANGRY

A bill to prohibit radio and television stations from broadcasting programs describing "criminal deeds, violence, bloodshed, lust or crime" won support from five churchmen, two Boy Scout leaders and a host of angry mothers at a hearing before the Minnesota legislature. But the committee conducting the hearing was advised that the measure would be unconstitutional on a statewide basis. State Rep. Jack Peterson (Duluth) said that in the opinion of the attorney general the bill is unconstitutional since blanket prohibition would affect network operations. This, according to the opinion, would constitute regulation of interstate commerce -- fine for Congress but unconstitutional for the Minnesota legislators.

Religious News Service

PROGRAMMING

MENNONITE NOTES

The Mennonite Hour
B. Charles Hostetter
Director and Speaker

Inspirational singing and Pastor Hostetter's practical messages on the *Mennonite Hour* have been a source of blessing to many. Begun in 1951 on one station, the broadcast has been growing rapidly since that time.

* * * *

Navaho Gospel Hour
Stanley Weaver, Director

The aim of our daily Navaho broadcast is to reach the Navaho tribe, numbering 80,000. To reach these people scattered on large reservations is a stupendous job, but radio is helping to do this job.

* * * *

Luz Y Verdad
(Light & Truth)
Lester T. Hershey
Director and Speaker

Our *Spanish Voice* was begun in 1947 on a local Puerto Rican station. Today it can be heard throughout South and Central America, the Caribbean region, Spain and Spanish-speaking centers in the U.S.A.

* * * *

Menonaito Awa
(Mennonite Hour)
Carl Beck, Director

Japan with its 91 million people presents one of the greatest challenges in evangelism today. While fewer than one per cent are Christian, many persons are responding to Christ as they hear the Gospel for the first time by radio.

* * * *

The Way to Life
Norman Derstine, Director

The Way to Life, a 15-minute version of the *Mennonite Hour*, can be heard almost anywhere in the world over a number of short wave stations.

* * * *

Parole Di Vita
(Words of Life)
Luciano Monti, Speaker

Our Italian broadcast, begun in 1957 over powerful *Radio Monte Carlo*, is reaching Italian-speaking people in Italy, Sicily and in many other parts of Europe. It is one of the few evangelical Italian broadcasts heard in Europe.

Paroles de Vie
(Words of Life)
Pierre Gadina
Director and Speaker

This evangelical French program, with which MBI is collaborating, is filling a vital role in reaching French-speaking people in Europe and Quebec (East Canada).

* * * *

Worte des Lebens
(Words of Life)
H. H. Janzen, Speaker

This newest of our foreign language broadcasts is already proving its effectiveness by a fine mail response from listeners throughout Europe. *Radio Luxembourg*, with its 500,000 watts, is considered the world's most powerful commercial station.

* * * *

Heart To Heart
Ella May Miller, Speaker

Heart to Heart is a unique program designed especially for women, in which Ella May Miller aims to help mothers with their family problems. That the program is in demand is evidenced by the fact that this past year 17 stations were added.

Informers

* * * *

▲ AN IDEA FOR YOUNG FARMERS!

Instead of "sowing wild oats," a youth group at the Lowville and Croghan Mennonite churches in New York sow oats for God. They planted some eighteen acres, the proceeds of which were given to various missionary causes, including the *Mennonite Hour*.

▲ SHORE-TO-SHIP SERVICE FOR SEAMEN

Lloyd Weaver, Sr., has discovered that a missionary can serve Oriental people without crossing the ocean. Yet he spends a large per cent of his time on board ship. Seamen from all over the world walk the streets of Newport News (Virginia) after their ships dock at this great port city. Why not share the Gospel with folks such as these? So -- every week Mr. Weaver meets from five to seven ships from the Orient, finds many men who are interested (especially the chief officers). Besides meeting them on board ship he invites them to his home, "The House of Peace." And many accept the invitation.

And the results? Mr. Weaver could tell of many whose lives have been changed by Jesus the Christ. He also passes out radio schedules to these men so that they can tune to our broadcasts, though separated by thousands of miles. Through Weaver's influence a number of the seamen are taking Mennonite correspondence courses. His son, Kenneth, serves as business manager for MBI.

AFRICA

• THOMPSON TO DIRECT STATION

A former U. S. Information Agency telecommunications planner has been named administrative director of a proposed Lutheran radio station in Africa by the executive board of the United Lutheran Church in America. He is Allan G. Thompson, a native of Great Falls (Montana). Mr. Thompson will report shortly to the Lutheran World Federation in Geneva, which is developing the station to beam religious radio programs to Africa and Asia. A senior at Lutheran Theological Seminary, Gettysburg (Pennsylvania), Mr. Thompson is scheduled to receive his Bachelor of Divinity degree from the Seminary in May and to be ordained by the ULCA's Maryland Synod in June.

Religious News Service

• NETWORK PROPOSED FOR BELGIAN CONGO

Eight stations of the United Christian Missionary Society (Disciples of Christ) in the Belgian Congo, previously without adequate communication, will soon be linked by a radio network subject to approval by the Belgian government, according to recent announcement. Robert C. Nelson, executive secretary of the Society's Africa division, said that mobility and flexibility of staff would be greatly increased by the proposed radio network.

One missionary family with small children has neither immediate access to a physician nor any means of rapid communication at present, Mr. Nelson said. Missionaries at a second station have neither a road nor telegraph and three other stations have no direct telegraph facilities.

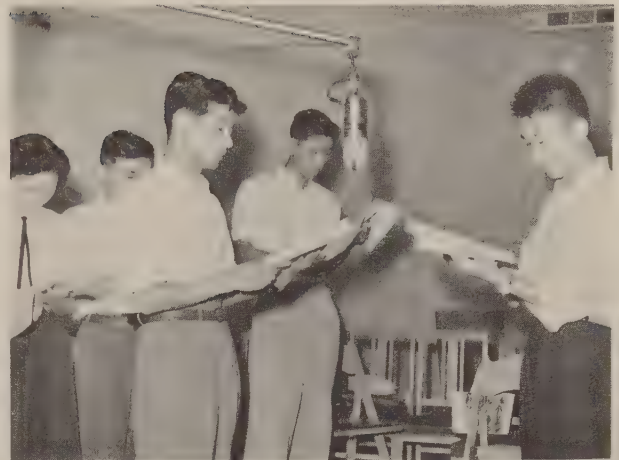
Religious News Service

ASIA Japan

• OGAWA IS HONORED

Mathew S. Ogawa, executive director of AVACO and member of the Board of Elders of the Matsuzawa Church of the United Church of Christ in Japan, has recently been invited to accept several positions of importance. At the recent General Assembly he was elected to sit as a member on two of the most important committees of the United Church and the General Evangelism Committee, along with its sub-committee, the Mass Penetration Evangelism Committee. The former plans all the evangelistic work of the United Church and the latter deals more specifically with plans relating to the use of radio, films and the other mass media. Later, Mr. Ogawa was also asked to be a member of the small Executive Committee of the Tokyo Conference, the most powerful of the districts of the United Church.

A few days following these actions, Mr. Ogawa received a letter inviting him to participate as one of the three Asian members on an international study committee being set up by the United Presbyterian Church in the U.S.A. for a comprehensive



AVACO -- Staff Members -- Rehearse for Radio Drama

world-wide study of that church's international outreach in ecumenical mission.

In May Mr. Ogawa participated in the meeting of the East Asia Christian Conference, which was held in Kuala Lumpur. He served as secretary of the Working Group on Communication.

Avaco News Release

MALAYA Kuala Lumpur

The Continuation Committee of the Second Asia Conference on Christian Mass Communications, which was held in Tokyo in 1958, met in Kuala Lumpur in

May of this year. The committee is chaired by Dr. G. P. Charles of Burma and is composed of elected representatives of National Christian Councils of Asia.

Plans for the meeting were coordinated by Mathew Ogawa and Vern Rossman of AVACO, in Tokyo. Meetings were held in the Majestic Hotel in Kuala Lumpur, May 10-13.

High on the agenda of the meetings was a detailed consideration of the progress on projects given top priority by the Tokyo Conference last year. Major discussion centered around the proposed Southeast Asia Development Plan. The committee also made initial plans for the Third Conference on Christian Mass Communications to be held either in Burma or the Philippines in 1961.

EDITOR'S NOTE: What is your church doing about radio and television? Have you any programs on the air? Are you placing any of your leaders? "The Christian Broadcaster" is eager to give publicity to all church radio/TV activities, How about putting us on your "info" mailing list?

ORGANIZATION

● CHRISTIAN PROGRAMS AIRED IN MALAYA

Now that Malaya is independent, *Radio Malaya* has been split into two divisions. The one in Singapore is now known as *Radio Singapore*. Singapore and Malaya are two separate and independent governments and their radio stations are two separate entities.

Christian churches continue to enjoy broadcast facilities in English, Chinese and Tamil from both these government stations, though only limited broadcast time is given in Malaya. The broadcasts and all matters relating thereto are arranged by the Malayan Christian Council Broadcasting Committee which meets once in two months. It is comprised of representatives of all member churches. A representative of the Roman Catholic Church attends when desired for coordinating purposes.

* * * *

..... Philippines



Students of Silliman University in typical rural dress, present a concert of Philippine Folk Music. This music has been aired frequently on Station DYSR -- by a group of volunteer performers.

The Southeast Asia School of Radio Programming opened its first session in June of this year at the studios of Station DYSR, in Dumaguete City.

PROGRAM TRAINING

STARTED AT DYSR

The school is an outgrowth of discussions in Tokyo in 1958 at the Second Asia Conference on Mass Communications, out of which developed the radio strategy for Far East countries interested in promoting organized programs of Christian broadcasting. This Dumaguete school was started with the primary purpose of training selected Christian leaders in the

techniques of radio programming, writing, speaking and production.

The school Faculty is composed of members of the DYSR staff. Courses for the first session (which began June 8 and ends October 17) include: *Fundamentals of Radio Announcing, Fundamentals of Radio Writing, Audio-Visual Leadership in the Church, and Radio Program Building*. The second session (which opens on October 27 and ends March 1960) includes courses in *Advanced Radio Announcing, Radio Dramatic Writing, Radio News Writing and Editing, and Christian Radio Drama*. Trainees will also be given extensive workshop experience.

All trainees will be recommended by their National Christian Councils. They will be required to display ability for doing university work in English (the language of instruction). RAVEMCCO (Radio, Visual Education Mass Communication Committee of the NCCUSA) is making available limited travel and scholarships grants.

● FEBC USES "BACK-SCATTER"

William ("Ted") Haney -- formerly of the Electronics Laboratory of Stanford University and now with *Centro Audio-Visual Evangelico* in Brazil -- is the engineer who installed a *Back-Scatter* transmitter for the Far East Broadcasting Company, whose "Radio City" is out from Manila. This *Back-Scatter* principle is a new feature in short-wave radio, having been recently developed by Dr. Millard of Stanford University, who is one of the ten top electronics men in the United States.

Up to now, the accuracy of short wave propagation, despite careful calculations, has been less than perfect and has had to depend on reception reports to check on the signals. Briefly, the *Back-Scatter* principle takes the "guess" out. Any given frequency can be pulsed in a second of time, and our engineers can know exactly where, in all the world, the signal can be picked up. This is of inestimable value to FEBC in sending out broadcasts in many languages to all parts of the Orient.

Mr. Haney stated that FEBC is the first private organization in the world to enjoy this new principle of determining short wave propagation. It is our earnest prayer that missionary stations around the world will soon be using it.

FEBC Release

REMINDER!

The Christian Broadcaster welcomes pertinent news items, pictures of radio/TV programs and personalities, suggestions for feature articles. We don't always know how to contact YOU -- but this is where you contact US --

The Christian Broadcaster
Room 524 -- 156 Fifth Avenue
New York 10, New York

NOTES FROM SOUTHEAST ASIAN SURVEY TRIP

A radio survey and workshop team composed of Henry Mack and Constantino Bernardez (DYSR, Philippines) and Mathew Ogawa (AVACO, Japan) made a swing of several Asian cities chosen as sites for recording and production studios contemplated in the proposed Southeast Asia Radio Development Plan. In May the team met in Hong Kong with National Christian Council leaders of that city to discuss the establishment of a studio there. Also under discussion was a plan for simple surveys that would gather valuable information as to listening habits, availability of short wave receiving sets, the best short wave signals from the Philippines and the best broadcasting hours.

SURVEY TRIP FOR

SOUTHEAST ASIA'S

RADIO PLAN MADE

The team was also prepared to hold brief radio workshops -- including microphone technique, announcing, script writing, program content, program planning, production, aims and objectives in Christian broadcasting.

Other cities on the team schedule were Singapore, Djakarta, Bangkok, Rangoon and Mandalay. The dates of the visits were dependent on sundry local contingencies.

The survey is intended to lay the groundwork for the first steps in the implementation of the Southeast Asia Radio Development program. The details of this strategy, with its placing of a first priority on setting up broadcasting transmitters at Dumaguete City (Philippines) and the development of recording studios in Hongkong, Burma, Malaya, Thailand and Indonesia for a beginning, were evolved at the Second Asia Conference on Christian Mass Communications which met in Tokyo last year. There the emphasis was upon the great need for such broadcasting and the desirability of both adequate program blocks of time and the actual preparation of programs by those of the background and language groups to which the broadcasting is directed.

To this end, the Philippines was selected as the source country for such broadcasting, it being one of the few countries of the Far East where government regulations do not place a ban on the airing of Christian programs. Meantime, the various target countries will provide recording studio staffs, will determine the program content for the country to be reached, will tape the programs and initiate a schedule of listener follow-up.

REMEMBER!!

Send in your subscription for
"The Christian Broadcaster"

EUROPE

• EXPERIMENT IN EUROVISION

Televiewers in Belgium, France, Italy, the Netherlands, Switzerland and the United Kingdom were able to follow on their screens, during May, events in each other's countries on the very day of their occurrence. This was made possible by an experiment in *Eurovision* -- an international television link-up -- planned by the European Broadcasting Union for the exchange of news programs. The exchange was similar to one carried out by the Union last October.

Programs were filmed in the various countries and transmitted over the *Eurovision* network during off-peak hours. They were recorded on kinescope by the receiving stations and, after editing, included in subsequent newscasts on the national networks.

The network of the Federal Republic of Germany participated in the exchanges during at least a part of the scheduled period. This made it technically possible to extend the experiment to Denmark, Sweden and Austria, and negotiations with these countries were undertaken.

UNESCO Release

LATIN AMERICA

PLANS FOR LATIN AMERICAN CONGRESS

The program for the coming Latin American Congress on Gospel Communications to be held in Cali next fall (September 13 - 18) will bring together the top evangelical leaders from practically every republic in the southern hemisphere and the United States, in the interests of ascertaining how the Gospel can be more effectively communicated to the masses.

Dr. Walter Montano, Bolivian consul in Los Angeles (California) and editor of the *Christian Heritage* magazine (formerly *Converted Catholic*) will tee off the Congress with the keynote address on "Communicating Through Sight and Sound." Other prominent evangelicals from Latin America to participate on the program are: David Currie Gomes, executive secretary for the Sales Executives' Club of Mexico; Harold Stacey, Argentine business man and gospel radio promoter; Pedro de Koster Fuentes, former manager of *Radio Cadena Nacional* (a Mexican chain of 60 radio stations); George Sanchez, Latin American director of the *Navigators*; David Glass, literature expert from Brazil; Asdrubal Rios, editor of *TEAM* magazine in Venezuela; Jose Fajardo, director of the *Colegio Americano* in Cali; Dayton Roberts, assistant director of the Latin American Mission; and Dr. Joseph Springer, director of HCJB-TV, Quito, Ecuador.

ORGANIZATION

Well-known U.S. evangelical leaders to take part in the Congress are: Dr. Clyde Taylor, executive secretary of the Evangelical Foreign Missions Association, Washington D. C.; Dr. Eugene Bertermann, president of the *National Religious Broadcasters, Inc.*, and former director of the *Lutheran Hour*; Dr. William Reyburn, Christian anthropologist and research expert in "Christian Communications"; Mr. Richard Canfield, radio director of the *Back to the Bible* program.

Highlights of the program will include a Christian Writers' Workshop; forums on radio and TV programming; professional-level counselling on public relations, promotion and publicity, direct mail techniques and administration efficiency; panel discussions covering bookstore management and radio/literature follow-up methods; round table discussions and specialized lectures on other areas of "communications."

The Congress, sponsored jointly by the *Evangelical Literature for Latin America* (LEAL) and the *Panamerican Christian Network*, promises to be a significant milestone in the history of gospel work in Latin America. Further information may be obtained by writing Mr. Robert Searing, Congress Coordinator, Apartado Aereo 1511, Cali, Colombia.

PCN Release

..... C o l o m b i a

In Colombia -- where some five and a half million of a population of thirteen million can neither read nor write -- an enthusiastic priest is using the airways to wage a battle against ignorance, poverty, disease, alcoholism and crime. Initiated in 1947 with a home-made transmitter, the school-by-radio program of Msgr. Jose Joaquin Salcedo has grown into a hemispheric movement praised and applauded throughout the world. The program now has thousands of radio-phonetic schools in operation under the name of *Cultural Popular Action*.

This grass roots movement for mass education was described here by Msgr. Salcedo at a press conference called by the *United Nations Scientific and Cultural Organization*. Invited by the State Department to visit the United States, the prelate recalled that when he came to his first parish in Colombia, the remote mountain hamlet of Sutatenza, 12 years ago, he found the people not merely unable to read and write but living under the most squalid conditions.

At that time, the village was a *pueblo* with about 40 inhabitants, but the parish which it served counted more than 8,000 souls. To reach his widely scattered parishioners Father Salcedo set up a little broadcasting station.

Aided by three seminary students, he constructed a single radio transmitter. In 1948 there were only three radio receiving sets around

which the people could gather to listen to the lessons in reading and writing. Today there are three 200-foot radio towers in Sutatenza carrying Father Salcedo's instructional programs to some 40,000 classes scattered in thousands of remote villages in the Colombian Andes.

And Sutatenza itself is now a modern town that enjoys all the up-to-date conveniences, including paved roads, theatre, aqueduct, schools, hospitals and radio and telephone communications.

While enjoying the patronage of the Catholic Church, the *Cultural Popular Action Movement* is non-sectarian, non-political and non-profit making.

There is no better way for the United States to give practical aid, Father Salcedo pointed out, than by helping people through education to solve their own problems. The free world, he said, should "invest time and money not merely for the material advancement but for the spiritual and cultural progress of peoples in underdeveloped lands."

Religious News Service

..... E c u a d o r

• "VOICE OF THE ANDES" EXPANDING

An expansion of its technical facilities will shortly make the *Voice of the Andes* in Quito the greatest Protestant transmitter in the world. The *Voice of the Andes* at present broadcasts over two short wave transmitters (70 and 1 KW) and two middle wave transmitters (25 and 10 KW). It intends to install two more short wave transmitters (50 KW) and complete 14 new antenna systems. The number of languages for which programs are regularly scheduled will be increased from 9 to 11. Most programs to date are in the various European languages -- including German, Russian and also Ukrainian. Additional languages will be Asian and African. The *Voice of the Andes* is also looking toward the use of television.

* * * *

THE CHRISTIAN BROADCASTER:

Welcomes contributed articles and news items pertinent to the field of religious broadcasting and telecasting but does not commit itself to their publication or to their return.

Places responsibility for the contents of signed papers and for the accuracy of news items and other factual information upon the authors and the contributors thereof. Editorial selection of material is strictly objective and implies no personal preference or evaluation.

*Asks readers, when reprinting or referring to articles published in *The Christian Broadcaster*, to mention the origin of the article as well as the name of the author.*

ORGANIZATION

NORTH AMERICA U.S.A.

Dedication of the new Lutheran Laymen's League headquarters building, including *Lutheran Hour* offices and recording studio, was held this last April 19. Dr. Oswald Hoffmann, *Lutheran Hour* speaker, delivered the dedicatory sermon.... Advance copies of the order of service were mailed to LLL members throughout the U.S.A. and Canada, Germany, Korea, Japan. All were invited to join in the dedicatory prayer.

Following the rite of dedication, tours of the \$400,000 modern functional office building were conducted by LLL and *Lutheran Hour* staff members and employees.

On a sloping lot, the 60- by 200-foot building of brick, stone and glass has two floors -- with offices, conference room, library, mailing

facilities, lunchroom, kitchenette, and the Christ of the Nations chapel studio, erected in memory of the late Dr. Walter A. Maier, first *Lutheran Hour* speaker.

"Lutheran Hour" Release

● FCC GRANTS LICENSE TO COLLEGE

The Federal Communications Commission has granted an ultra high frequency (UHF) television license to the *Young People's Church of the Air, Inc.* The non-denominational group purchased broadcast facilities from WKDN, Camden (New Jersey), and plans to broadcast on Channel 17 daily from 2 to 11 P.M. Documentary, educational and religious films will be telecast, in addition to live religious programs and news. Head of the group is Dr. Percy B. Crawford, president of King's College, Briarcliff (New York), a radio evangelist for 28 years.

Religious News Service

WE INTRODUCE

JOHN GROLLER

As first director of broadcasting for the Board of National Missions of the former Presbyterian Church in the U.S.A. (now the United Presbyterian Church in the U.S.A.) John Groller assumed responsibility for the office in 1951, following some fifteen years in strictly commercial and educational broadcasting. He was for three years on the writing-production staff of CBS-KNX in Hollywood, where he was associated with such programs as *Mayor of the Town* (with Lionel Barrymore), *House Party* (with Art Linkletter), *Dr. Christian* (with Jean Hersholt) and *I Love a Mystery* (with Carlton Morse). For five years he served as associate professor of radio-television education at Ithaca College in New York.

Mr. Groller, in his former position with the Board of National Missions supervised the Board's KSEW radio station (the *Voice of Sheldon Jackson*,



Inc.) in Sitka, Alaska. He conducts workshops for ministers and other church workers engaged in radio and television projects, also doing extensive lecturing in cross-country theological seminars. He provides printed materials for aiding broadcasters in remote areas. He carries on a wide range of correspondence -- from Alaska to the West Indies -- in the interest of better religious broadcasting.

These responsibilities he will continue to carry under his newly announced appointment as associate director of the department of radio and television of the denomination. His headquarters will be the newly established Western Area Office which will be opened in September. The announcement of Mr. Groller's new title was made by the Rev. Lawrence McMaster, Jr., executive director of the department.

CYNTHIA CLARK WEDEL ELECTED

At its annual meeting in February, the Board of Managers of the Broadcasting and Film Commission elected Cynthia Clark Wedel to serve as chairman through 1961.

Mrs. Wedel is an Episcopalian, the wife of the Reverend Theodore O. Wedel, Canon of Washington DC Cathedral, warden of the College of Preachers, and president of the House of Deputies of the Protestant Episcopal Church. Mrs. Wedel is former national chairman of United Church Women, a department of the National Council of Churches, which provides for the cooperative activities of millions of Protestant, Anglican and Orthodox women. Also former president of the Women's Auxiliary of the Diocese of Washington, Mrs. Wedel served for six years on the National Executive Board of the Women's Auxiliary of the Protestant Episcopal Church. She presided at the Triennial Meeting of Episcopal Women, held in Honolulu in September, 1958, and was elected one of the four women members of the National Council of the Protestant Episcopal Church.

Active in civic affairs, Mrs. Wedel is a member of the Public Advisory Council of Washington DC and of the Advisory Committee to the Juvenile Court. She also serves as a deputy director of the Office of Volunteers of the National Red Cross.

Michigan born, Mrs. Wedel graduated BA and MA from Northwestern University. She holds a Ph. D. in psychology from George Washington University and is a member of the American Psychological Association.

RUSSIAN BROADCASTS SYMBOLIZE CHRISTIAN REVIVAL

One of the preachers in our Russian program is Professor W. Ph. Marzinkowskij. The name of Marzinkowskij probably doesn't mean so much to an English reader, but one may be sure that most Evangelical Russian believers are thrilled when his name is mentioned in IBRA's broadcasts, because Marzinkowskij is the symbol of the deep Christian Revival Movement among the Russian multitudes.

In the beginning of the second world war it was falsely reported that the beloved spiritual leader was dead. Grief and sorrow took hold of crowds of Russian believers. Happily, however, at the age of 75 years this great Christian character is working for the Lord and his influence spreads far and wide from his present residence on the Mount of Carmel, in Israel. The Mount of God's Revelation is indeed a suitable operations base for Professor Marzinkowskij, for he is editing several Christian magazines and is occupied with a translation of the Bible into Ukrainian.

His life story is very interesting. As he studied at the historical -- philological faculty of the University, in Petersburg, he met Christ. This was in the year 1904, through the well-known Baron Paul Nicolay. After graduating with the highest awards, he spent some years in a lively

and varied activity -- amongst others, high school teaching and Bible colportage, the leader of Sunday Schools and Evangelist. He also gave addresses in factories and prisons. In 1913 he received a call to be the secretary in the Russian Christian Student Movement. He set out visiting the universities in Petersburg, Moscow, Kieff, Odessa, Samara and other cities. Everywhere he gave addresses to the students and founded circles for Bible study. In 1919 he was honored by the president and senate of the University of Samara by being appointed Professor of Ethics.

Now this honored Christian leader is preaching the glorious Gospel to millions in Russia over IBRA RADIO, on Saturday evenings.

IBRA Release

DR. TAYLOR JOINS NATIONAL RADIO PULPIT

NATIONAL RADIO PULPIT -- SUMMER SERIES

Beginning Sunday, July 5, 1959, a new personality joined the ranks of illustrious radio pastors who have filled *National Radio Pulpit* down through the thirty-three years of its existence as a network program.

Dr. Gardner Calvin Taylor, president of the Protestant Council of the City of New York and pastor of the Concord Baptist Church of Christ, Brooklyn (New York) will be the speaker on *National Radio Pulpit* through July, August and September.

Dr. Taylor's ministerial career includes pastorate in Elyria (Ohio) New Orleans and Baton Rouge (Louisiana). He came to the Concord Baptist Church of Christ, Brooklyn (New York) in 1948. It now has a membership of more than 10,200 -- one of the largest in the United States.

Dr. Taylor is a member of the General Council of the American Baptist Convention, vice-president of the Board of Directors of the *Urban League of Greater New York*, a member of the Board of Education of the City of New York and a member of the New York City Commission on Inter-group Relations, the city investigation agency with subpoena power in cases of racial and religious discrimination.

Dr. Taylor's *National Radio Pulpit* sermons will be accompanied, as are all *National Radio Pulpit* sermons, with great church music.

Titles of Dr. Taylor's sermons for July and August were:

- July 5 - *The Time of Thy Visitation*
- July 12 - *A Cry in Disappointment*
- July 19 - *The God in Us*
- July 26 - *Sackcloth Beneath Royal Robes*
- August 2 - *The Middle-Talented Man*
- August 9 - *A Word to the Restless*
- August 16 - *This Abideth*
- August 23 - *The God Behind the Cloud*